LIFE

RENO DIVORCE MYTH

JUNE 21, 1937 10 CENTS

REG U S PAT. OFF

FIRST CHOICE
FOR SAFETY AND ECONOMY

THERE are reasons why race drivers, big tire users and car owners everywhere choose Firestone Gum-Dipped Tires for greatest safety, mileage and economy. They know that tires may look alike on the outside, but on the inside they are different. For 17 consecutive years the drivers of the winning cars in the Indianapolis 500-mile race have bought and used Firestone Gum-Dipped Tires. The men who drive these cars at high sustained speeds will not risk their lives or chances of victory on any other tire. Ab Jenkins, the world's safest driver, has driven more than a million and a half miles on the highways of America on Firestone Tires without an accident, and in his spectacular record-breaking run at Lake Bonneville, Utah, he drove 7,134 miles in 48 hours on Firestone Gum-Dipped Tires without tire trouble of any kind.

The big transportation companies, such as Greyhound Bus Lines and Chicago Yellow Cab Company, use Firestone Gum-Dipped Tires to provide safety for their passengers at lowest cost per mile. Thousands upon thousands of car owners, who regard safety as a first consideration, choose Firestone Gum-Dipped Tires to protect their lives and the lives of their families.

Before it is too late, discard your thin, worn, dangerous tires. Call on your Firestone Tire Dealer or Firestone Auto Supply and Service Store today. Examine a cross-section and see the patented construction features used only in Firestone Tires.

Join the Firestone *Save A Life* campaign by equipping your car with a set of new Firestone Gum-Dipped Tires — the safest and most dependable tires that money can buy!

DON'T RISK YOUR LIFE ON THIN WORN TIRES

DO YOU KNOW . . .

THAT last year highway accidents cost the lives of more than 38,000 men, women and children?

THAT a million more were injured?

THAT more than 40,000 of these deaths and injuries were caused directly by punctures, blowouts and skidding due to unsafe tires?

Above is a section cut from a smooth, worn tire, with non-skid protection worn off. Tires in this condition are more liable to punctures, blowouts and skidding.

Above is section cut from a new Firestone Tire. Note the thick non-skid protection against skidding, blowouts and punctures. Come in today, see by actual demonstration.

Why Firestone
GUM-DIPPED TIRES GIVE GREATEST SAFETY

SAVE A LIFE WITH THESE Extra Construction Features

THEY WILL STOP A CAR UP TO 25% QUICKER as proved in tests by a leading university. The scientifically designed tread and the specially compounded rubber give you longer non-skid mileage and lower cost per mile.

THEY GIVE YOU GREATEST BLOWOUT PROTECTION because the cord body is Gum-Dipped. Gum-Dipping is the Firestone patented process that saturates and coats every cotton fiber in every cord of every ply with pure liquid rubber. Gum-Dipping counteracts internal friction and heat that ordinarily destroy tire life.

THE TWO EXTRA LAYERS OF GUM-DIPPED CORDS UNDER THE TREAD bind the tread and the Gum-Dipped cord body into one inseparable unit, providing greater strength and greater protection against punctures and blowouts.

BUY NOW AND SAVE MONEY

YOU SAVE because Firestone High Speed Tires give you most miles per dollar.

YOU SAVE yourself and your family from dangerous accidents because Firestone patented construction features give you greatest blowout protection and safety from skidding.

YOU SAVE by buying now as tire prices are advancing. The price of crude rubber has gone up 110% and cotton more than 26% during the past two years. BUY NOW AND SAVE.

Copyright 1937, Firestone Tire & Rubber Co.

JOIN THE FIRESTONE *Save a Life* CAMPAIGN TODAY!

BIGGEST—YET UPKEEP ON PLYMOUTH COSTS LESS

YOUR BILLS *are Lowest on Gas, Oil, Tires, Repairs; and Plymouth's Resale Value is Highest!*

IF YOU'RE BUYING a car—these two facts are worth money to you:

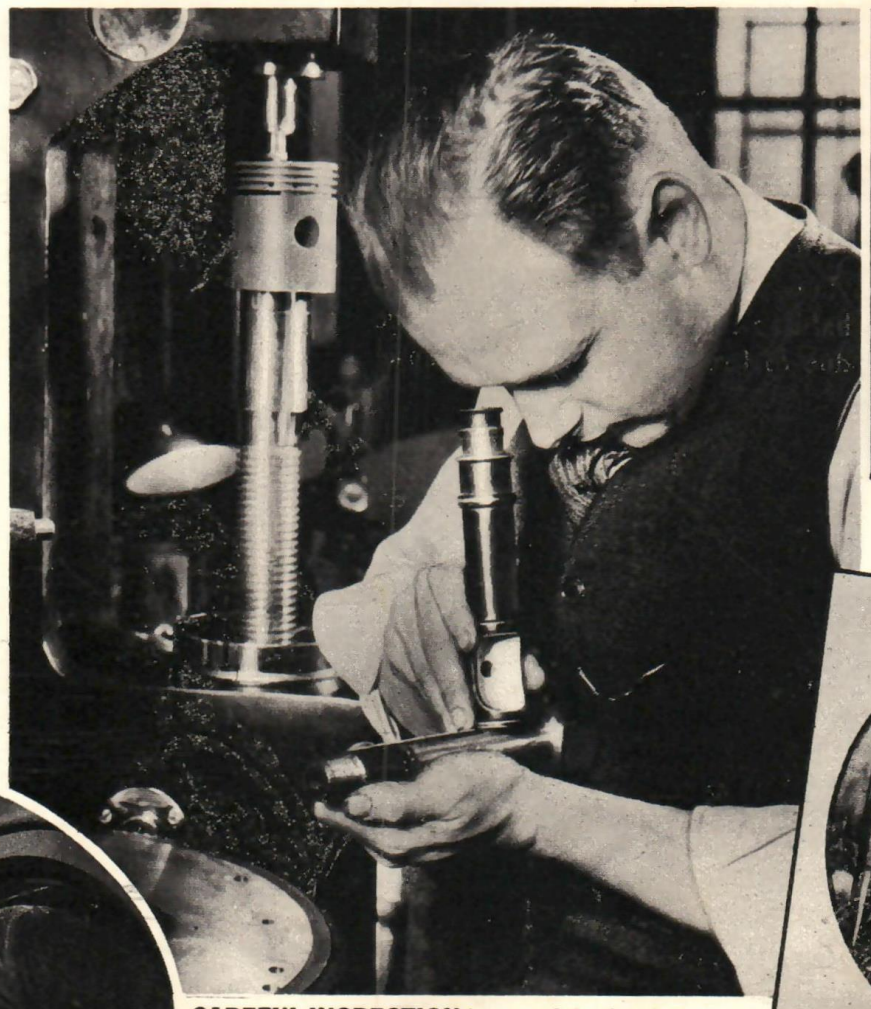
1 Higher used-car prices prove Plymouth the best buy of "All Three."

2 Owners' statements *certify* that Plymouth costs least to run!

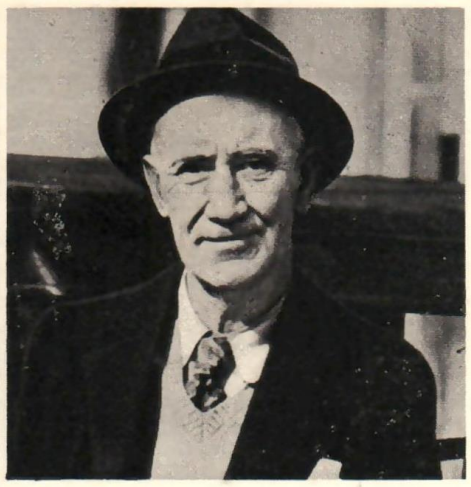
Look into Plymouth's new sound-proofing... Safety Interior... double-acting hydraulic brakes.

Save money with the car that stands up best! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

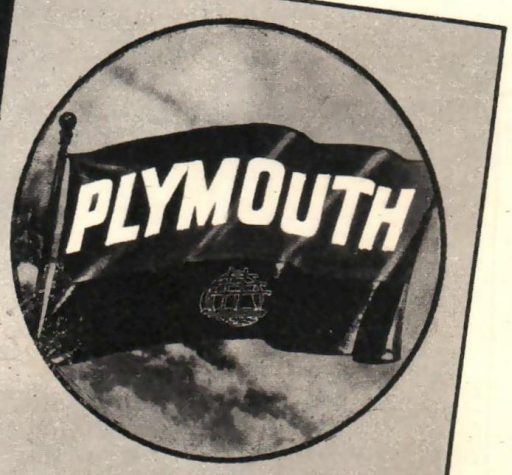
"RUTS, MUD AND SNOW-BANKS on my R. F. D. route proved Plymouth is built right!" says A. E. Jackson. "I get 20 miles per gallon."



CAREFUL INSPECTION is one of the fundamentals of building great cars. Parts are checked with microscopic accuracy.



TEN TIMES around the world is mileage of W. H. Carhart's '29 Plymouth ...eight years of reliability.

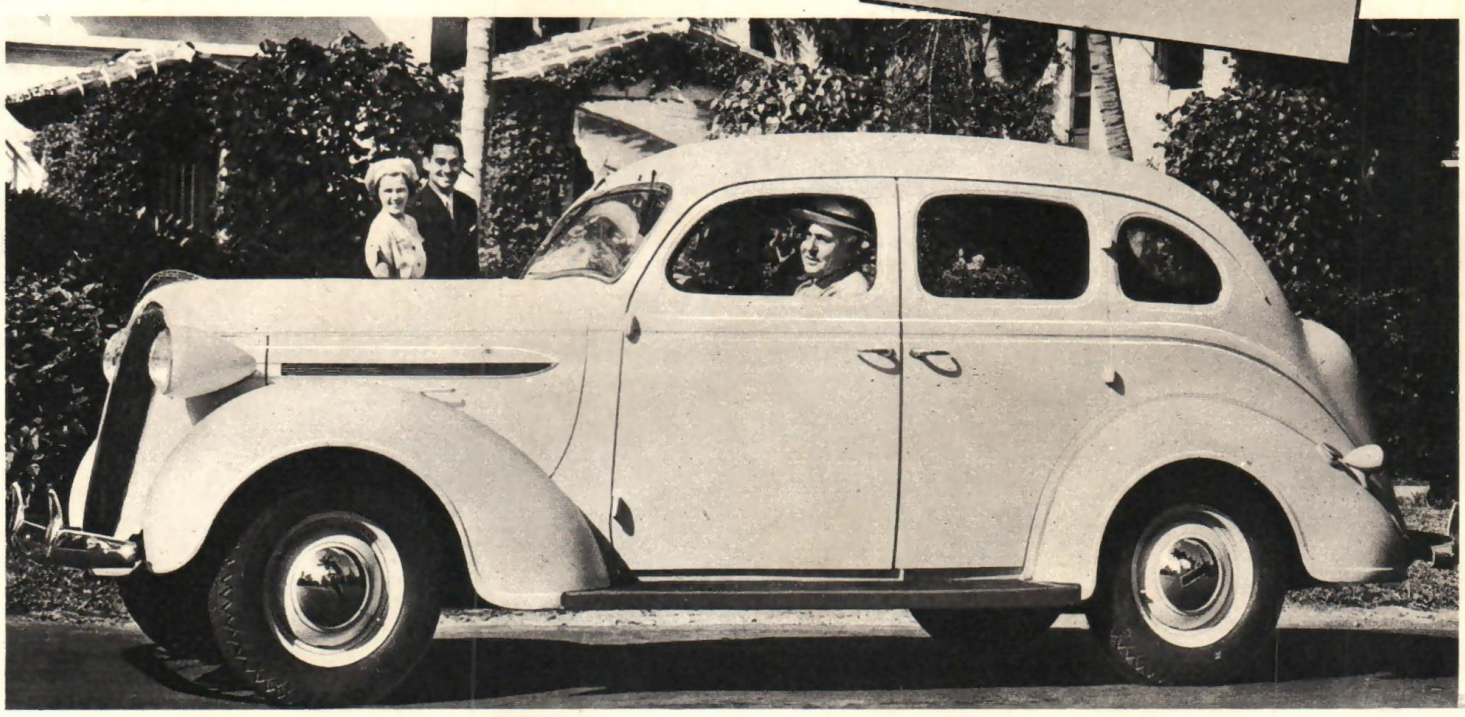


The Car that Stands Up Best!

PRICED WITH THE LOWEST—You'll find Plymouth offers very convenient payment terms. The Commercial Credit Company has made available, through DeSoto, Chrysler and Dodge dealers, terms which make it easy to buy a new Plymouth *today*.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p. m., E. D. S. T.

PROTECTION! Back edge of front seat is heavily padded... every interior detail designed for greatest safety.



TREMENDOUS extra room and luxury...greater safety! Shown above is the beautiful 1937 De Luxe 4-Door Touring Sedan.

PLYMOUTH BUILDS GREAT CARS

GIANT SIZE PEPSODENT ANTISEPTIC

Lowest Price in History!

Now only 75¢

■ Now, millions more can switch to Pepsodent, the pleasant Antiseptic that keeps breath sweet and pure 1 to 2 hours longer than many other leading brands!

The giant bottle of Pepsodent Antiseptic formerly sold for $1.00. Now, this new giant size, containing 14 ounces, sells for only 75c.

3 Bottles for the Price of 1

Pepsodent keeps breath sweet 1 to 2 hours longer, because it kills odors due to unhygienic mouth conditions even when diluted with 2 parts of water.

Thus you get the equivalent of 3 bottles of Antiseptic for the price of 1! Pepsodent now comes in 3 generous sizes — 25c, 50c, and the new giant size for 75c, the lowest price in history.

Try, today, this remarkably quick way to relieve bad breath and help fight colds.

In Germ-Killing Power— 1 BOTTLE PEPSODENT ANTISEPTIC = 3 BOTTLES OTHER LEADING KINDS

LASTS 3 TIMES AS LONG.. MAKES YOUR MONEY GO 3 TIMES AS FAR!

LIFE is published weekly by TIME Inc., 330 East 22nd Street, Chicago, Ill. Entered as second-class matter November 16, 1936 at the postoffice at Chicago, Ill. under the act of March 3rd, 1879. Subscriptions $4.50 a year in U. S. A.

out to get value?

make your next drink GREEN RIVER

Trade Mark Reg. U. S. Pat. Off.

BLENDED WHISKEY—THE WHISKEY WITHOUT REGRETS

90 Proof . . . the straight whiskies in this product are 1 year or more old, 25% straight whiskey, 75% grain neutral spirits; 15% straight whiskey, 1 year old, 10% straight whiskey, 8 years old.

OLDETYME DISTILLERS, INC., New York, N. Y. . . . . Distilleries located at Maryland, Kentucky and New Jersey

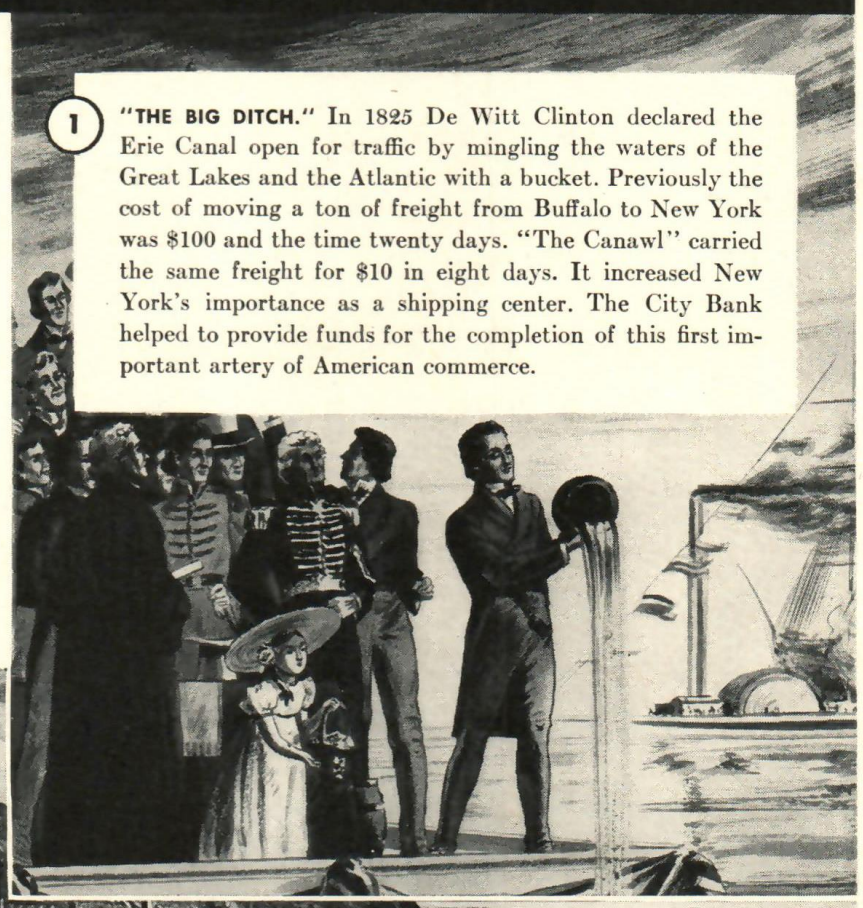
ESTABLISHED JUNE 1812 1937

CELEBRATING THE 125th ANNIVERSARY

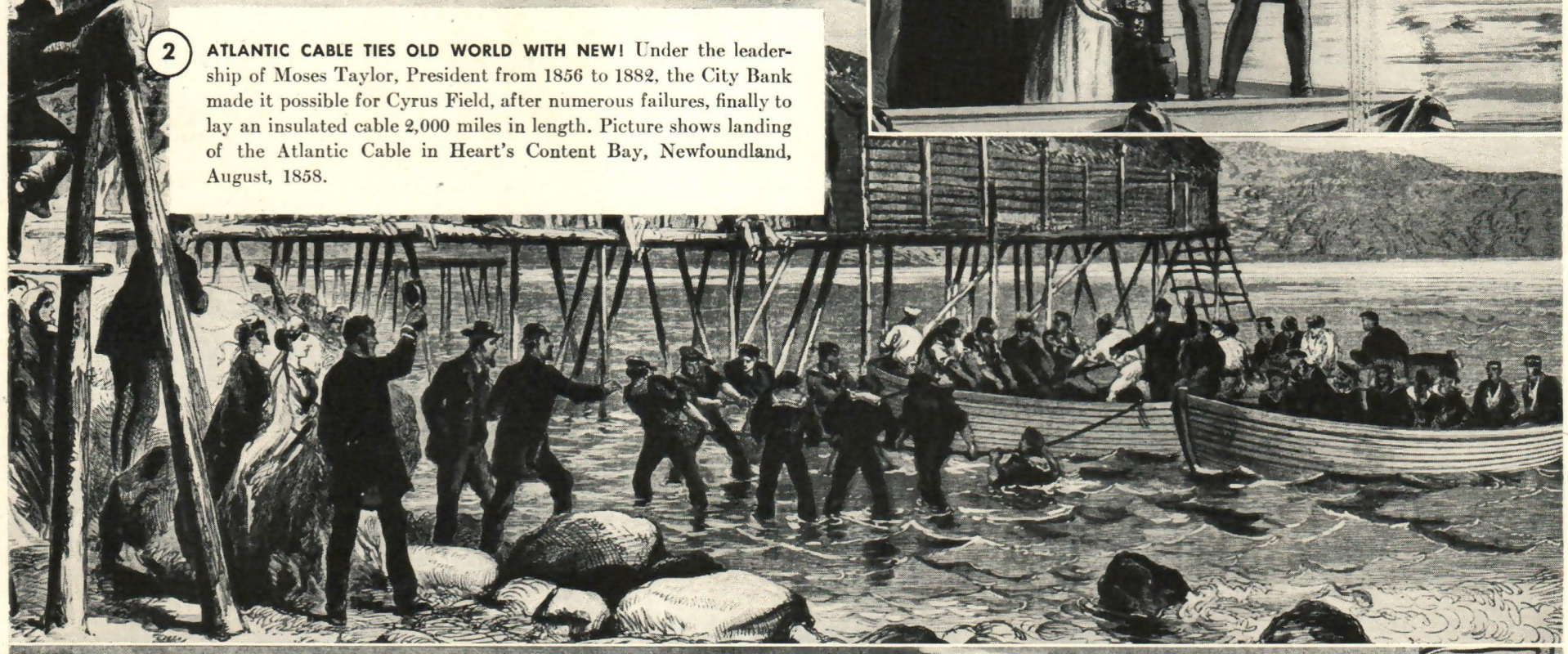
BY CANAL, CABLE AND SHIP
BY RAIL, LAND AND PLANE

The Country Grew and The Bank Grew With It

How did a nation of 8,000,000 people in 1812 become a nation of 128,000,000 in 1937? Four factors were essential: transportation, communication, money and credit. These helped to build the United States and keep the States united. The pictures on this page illustrate some of the dramatic developments in which The National City Bank of New York has played a part.



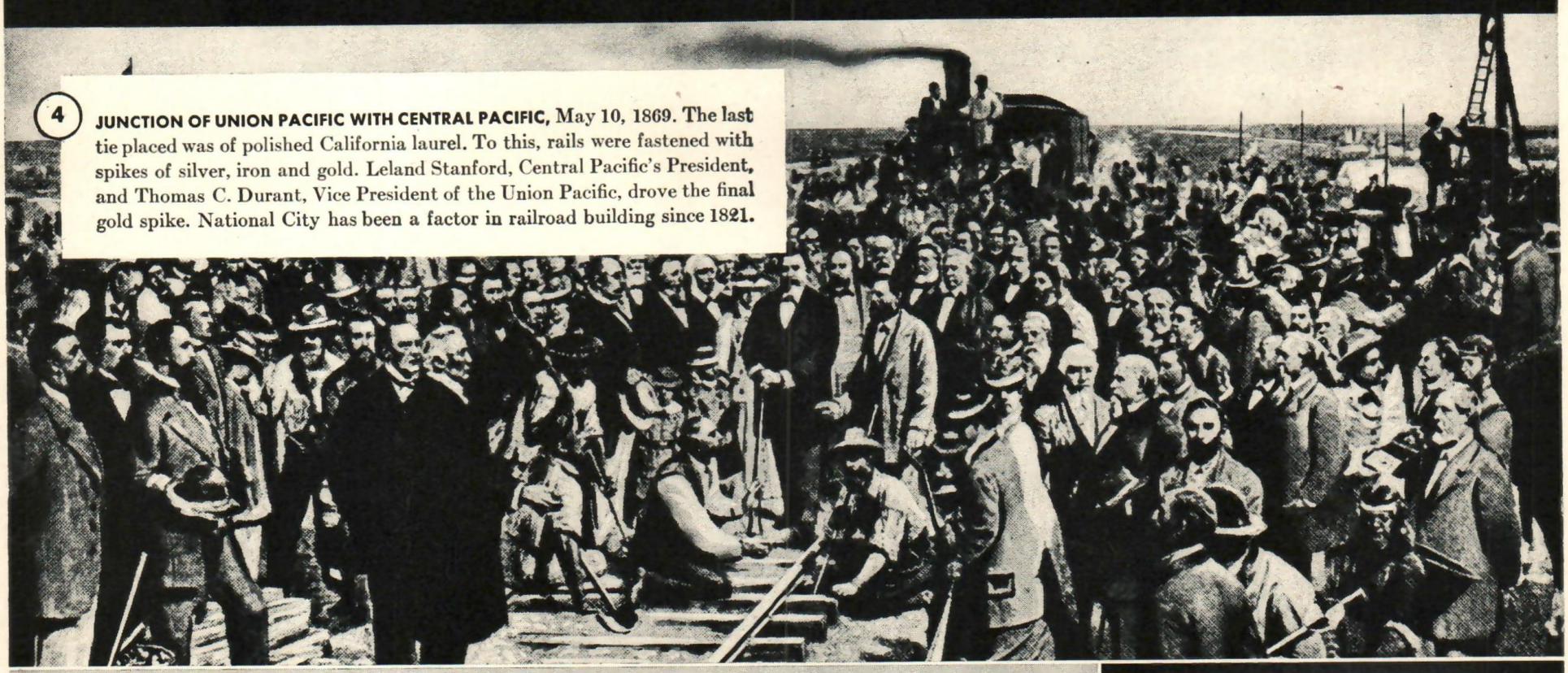
1 **"THE BIG DITCH."** In 1825 De Witt Clinton declared the Erie Canal open for traffic by mingling the waters of the Great Lakes and the Atlantic with a bucket. Previously the cost of moving a ton of freight from Buffalo to New York was $100 and the time twenty days. "The Canawl" carried the same freight for $10 in eight days. It increased New York's importance as a shipping center. The City Bank helped to provide funds for the completion of this first important artery of American commerce.



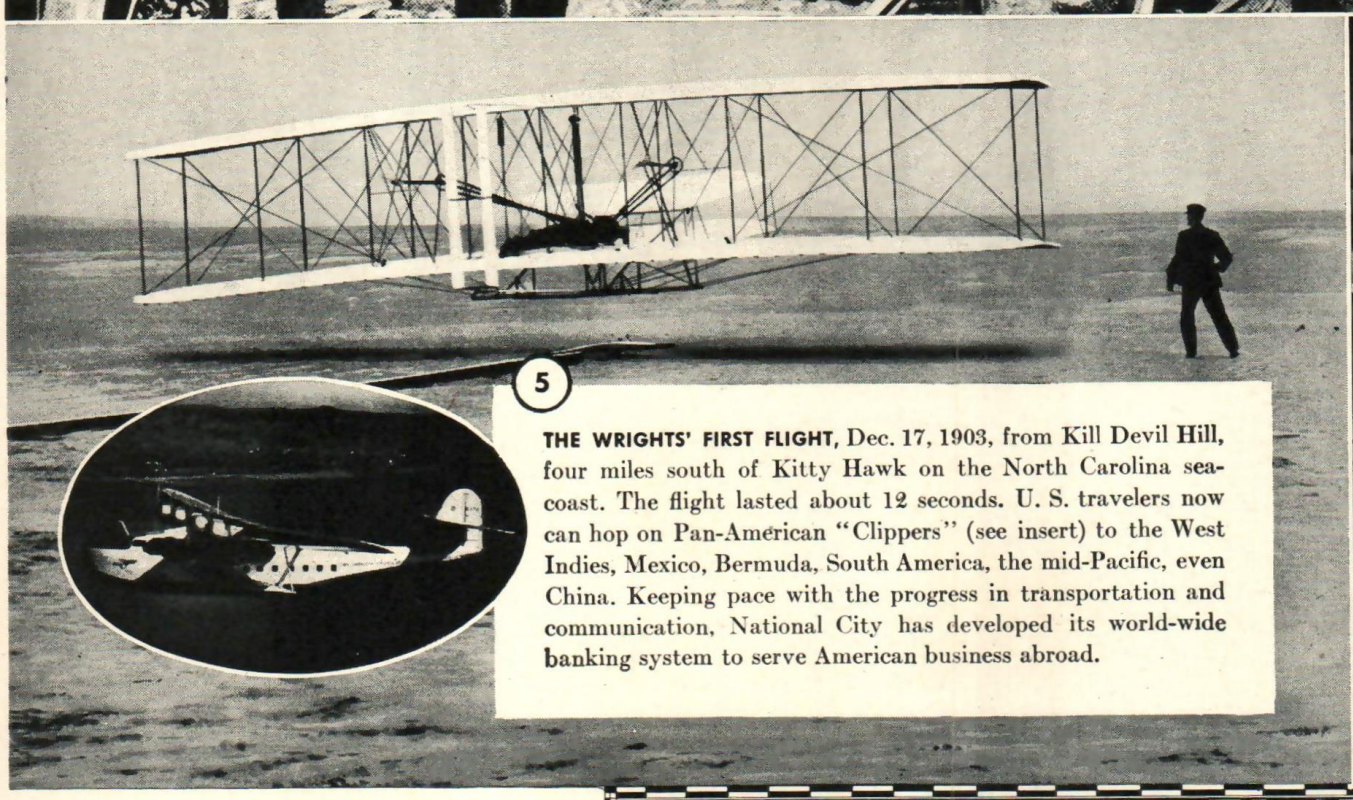
2 **ATLANTIC CABLE TIES OLD WORLD WITH NEW!** Under the leadership of Moses Taylor, President from 1856 to 1882, the City Bank made it possible for Cyrus Field, after numerous failures, finally to lay an insulated cable 2,000 miles in length. Picture shows landing of the Atlantic Cable in Heart's Content Bay, Newfoundland, August, 1858.

3 **FIRST REGULAR TRANSATLANTIC SHIPPING SERVICE** was established with the aid of the City Bank under Isaac Wright, its fifth President, a milestone in the history of American commerce. Picture shows the arrival in New York of a Black Ball Line packet ship. The City Bank was destined to give an immense impetus to American trade abroad.

OF THE NATIONAL CITY BANK OF NEW YORK



4 **JUNCTION OF UNION PACIFIC WITH CENTRAL PACIFIC,** May 10, 1869. The last tie placed was of polished California laurel. To this, rails were fastened with spikes of silver, iron and gold. Leland Stanford, Central Pacific's President, and Thomas C. Durant, Vice President of the Union Pacific, drove the final gold spike. National City has been a factor in railroad building since 1821.



5 **THE WRIGHTS' FIRST FLIGHT,** Dec. 17, 1903, from Kill Devil Hill, four miles south of Kitty Hawk on the North Carolina seacoast. The flight lasted about 12 seconds. U. S. travelers now can hop on Pan-American "Clippers" (see insert) to the West Indies, Mexico, Bermuda, South America, the mid-Pacific, even China. Keeping pace with the progress in transportation and communication, National City has developed its world-wide banking system to serve American business abroad.

FIRST FOREIGN BRANCH

to be opened by any American National Bank was The National City Bank branch in Buenos Aires, November, 1914. (*Picture at right above map*). Today, National City has branches, affiliates and correspondent banks in every commercially important city in the world. These serve not only the world's largest and best known firms, but also hundreds of thousands of small businesses—each branch a complete banking unit in itself, affording guidance to exporters and importers, based on expert and seasonal knowledge of local conditions.

White circles indicate National City Bank Branches in 23 foreign countries
HEAD OFFICE
55 WALL ST.
THE NATIONAL CITY BANK OF NEW YORK
EST. 1812

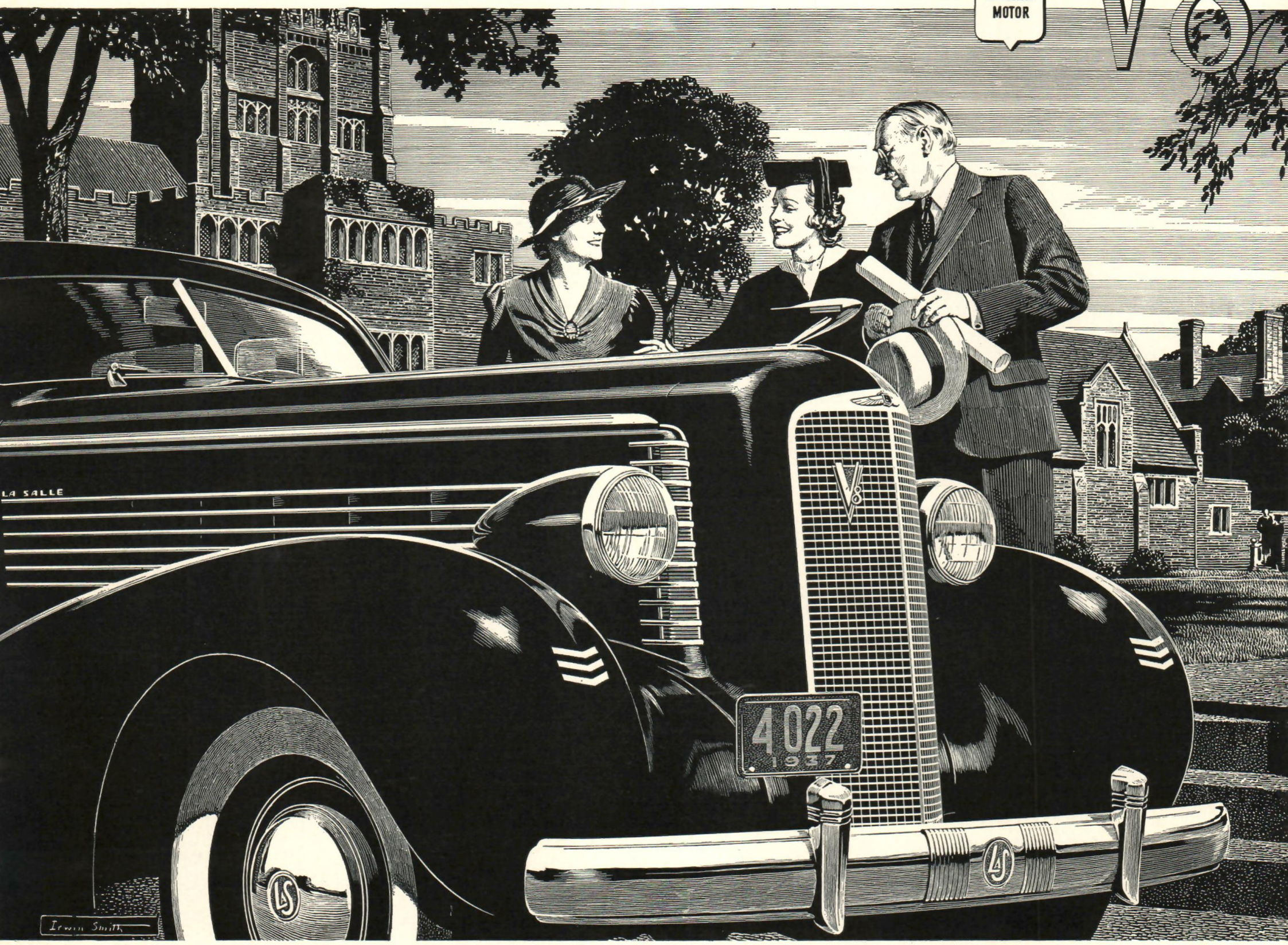
MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

THE BRANCH AROUND THE CORNER CAN SERVE YOU AROUND THE WORLD

Look at LaSalle!

CADILLAC MOTOR

V-8



ONE OF AMERICA'S MOST ECONOMICAL CARS!

The most astonishing thing about the new LaSalle V-8—aside from its brilliant performance—is its economy.

If you figure the total cost of ownership—from the day you buy it to the day you trade it in—a LaSalle will probably cost no more than a car in the lower price ranges.

LaSalle, you know, offers the *economy of quality!*

Built by Cadillac, to the finest Cadillac standards, LaSalle has a longer life than you could expect from any car below it in price.

LaSalle's performance is also unusually trouble-free. Being built to Cadillac precision standards, LaSalle does not reveal the usual wear and tear as the miles pile up. In fact, *no* car does a better job keeping out of the service station.

Add to all this a remarkable economy of gasoline and oil, and you begin to see how easy it is to own a LaSalle.

Have you *looked at LaSalle?* If not, we cordially invite you to do so today.

One look and one ride—and you'll see why so many thousands are stepping up to this big, 125-horsepower V-8.

♦ ♦ ♦

**Delivered price at Detroit, Mich., $1095 and up, subject to change without notice. Model illustrated: Five-Passenger Touring Sedan—$1260. Prices include all standard accessories. Transportation, State and Local Sales Taxes, Optional Accessories and Equipment—extra. Car shown has white sidewall tires at slight extra cost.*

P.S. *Terms are available to suit almost every requirement. And your present car will probably make the down payment.*

$1095*

AND UP

and now the

PULITZER PRIZE

has been added to the distinguished list of honors for this book

FLOWERING *of* NEW ENGLAND

★ By VAN WYCK BROOKS ★

A National Best Seller for 41 consecutive weeks — On every list of the "Year's Best Books" — Chosen for "the National Book Award as the Most Distinguished Non-fiction of the Year" by the Booksellers of America. Called by America's most distinguished critics "brilliant, alive, exciting, profound, fast-moving as a novel, a masterpiece, a classic!"

E. P. DUTTON & CO., N. Y. $4

27th Printing

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"TELEDIAL"

Automatic Tuning!

NOW $36.95

EUROPE GUARANTEED!

For the first time... TELEDIAL automatic tuning in a table set . . . tunes 8 stations in 8 seconds . . . American, foreign, police, amateur and aviation reception. Sold by leading radio and department stores.

Prices Slightly Higher West and South

SEE YOUR *Grunow* DEALER

GENERAL HOUSEHOLD UTILITIES COMPANY

Chicago, Illinois • Marion, Indiana

LETTERS TO THE EDITORS

Golden Gate Bridge

Sirs:

Finding your magazine always interesting both as to pictures and explanatory matter, I was nevertheless growing apprehensive that you were neglecting the grandeur which is San Francisco for the more volatile attractions of Hollywood and surrounding territory. So it gave me delight, which surely will be shared by all enthusiastic San Franciscans, to find that in this week's issue (May 31) you have specially featured the splendor of our Golden Gate Bridge.

But I am sure that you are going to receive numerous protests regarding your reference to a "dilapidated colonnade" left over from the 1915 Exposition. You should have said "what was for many years a dilapidated colonnade." The colonnade and connecting edifice have recently been restored, through the generous use of federal and city funds, into permanent structures of singular grace and beauty.

SYLVAIN J. LAZARUS, *Judge*
Superior Court,
San Francisco, Calif.

Sirs:

I never have been in San Francisco but your pictures have given me a very concise and clear conception of the location and position of the new Golden Gate Bridge. Your picture job has been most educational to me.

JOSEPH P. LYNCH
Erie, Pa.

Jim Crowism

Sirs:

If it is true that "one picture is worth 1000 words," your five pictures on Page 29, May 24 issue, showing Negro Congressman Arthur Mitchell's battle with James of the well-known Crows, is a volume of greater length than *Gone With the Wind.*

While I wish LIFE fullest success, I'm hoping you have little or no circulation outside of the good old U.S.A. It would be terribly embarrassing to us to have Hitler, Mussolini or Stalin see in vivid pictures how we treat our largest minority group. It might, in addition, give them some new ideas for refined cruelty.

SAMUEL H. READING
Philadelphia, Pa.

Sirs:

Did it ever occur to the Editors of LIFE and certain politicians in the northern States that, since they do not reside in the southern States, they are not as familiar with the race problem as the people in the South and that they are not capable of trying to interfere with this problem in the southern States.

The type of railway coaches that was pictured in LIFE as Jim Crow coaches is not used on the main lines of the railroads, but is used on the branch lines; and the coaches for white passengers are the same as the Jim Crow coaches. The type of coaches as shown with the white passengers is used on the main lines of most railroads and there is no difference between the coaches for white passengers and the negro passengers.

JOHN E. REB
Jacksonville, Fla.

(*continued on p. 8*)

Before
"There must be something we can do!"
Then they got this Kitchen "Idea" from the FREE "101 Idea Book"
After
"Isn't it lovely... and it costs so little on a monthly plan, we'll never miss the money."

● The above kitchen was made possible through the use of J-M Flexboard in the plain and tile design.

YOUR home, too, can be amazingly transformed. You can change its whole appearance with a new roof and new sidewalls that are fireproof and will never wear out. You can build extra rooms in basement and attic. Remodel bathroom and kitchen. Insulate against heat and cold. And you can work this magic quickly and at low cost.

The fascinating ideas in the free book, "101 Practical Suggestions for Home Improvements," make it easy. Interesting text, dozens of helpful pictures (many in color), plus full descriptions of Johns-Manville's modern building materials are of invaluable assistance in making homes up-to-date inexpensively.

Also contains information on how to finance home improvements with convenient monthly payments under the terms of the J-M Million-Dollar-to-Lend Plan. Mail the coupon.

NEW OUTSIDE WALLS

J-M Cedargrain Asbestos Shingles have the charm of fine weathered wood; but they're fireproof; and they never wear out. And J-M Asbestos Shingles give *roofs* the same protection from fire, the same permanence.

YEAR-ROUND COMFORT

J-M Home Insulation in Ful-Thik Rock Wool "batts" for new houses —or "blown" into walls of existing homes—helps prevent cold, drafty rooms in winter; keeps rooms up to 15° cooler in hottest weather; cuts fuel bills up to 30%.

JOHNS-MANVILLE JM PRODUCTS

BUILDING MATERIALS

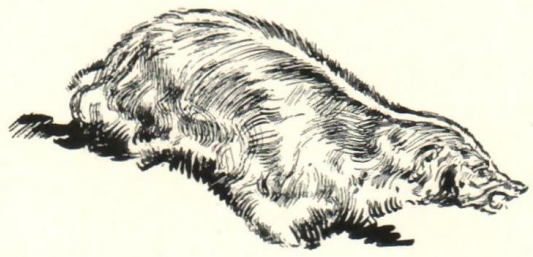
SEND FOR THIS FREE "101 IDEA BOOK"!

Johns-Manville, Dept. L-6-21, 22 East 40th St., N. Y. C.

Send me the new 1937 "101 Book," FREE. I am especially interested in Home Insulation ☐. Insulating Boards for extra rooms ☐. An Asbestos Shingle roof ☐. Cedargrain Asbestos Siding Shingles ☐. I am planning to remodel ☐. I am planning to build ☐.

Name_____

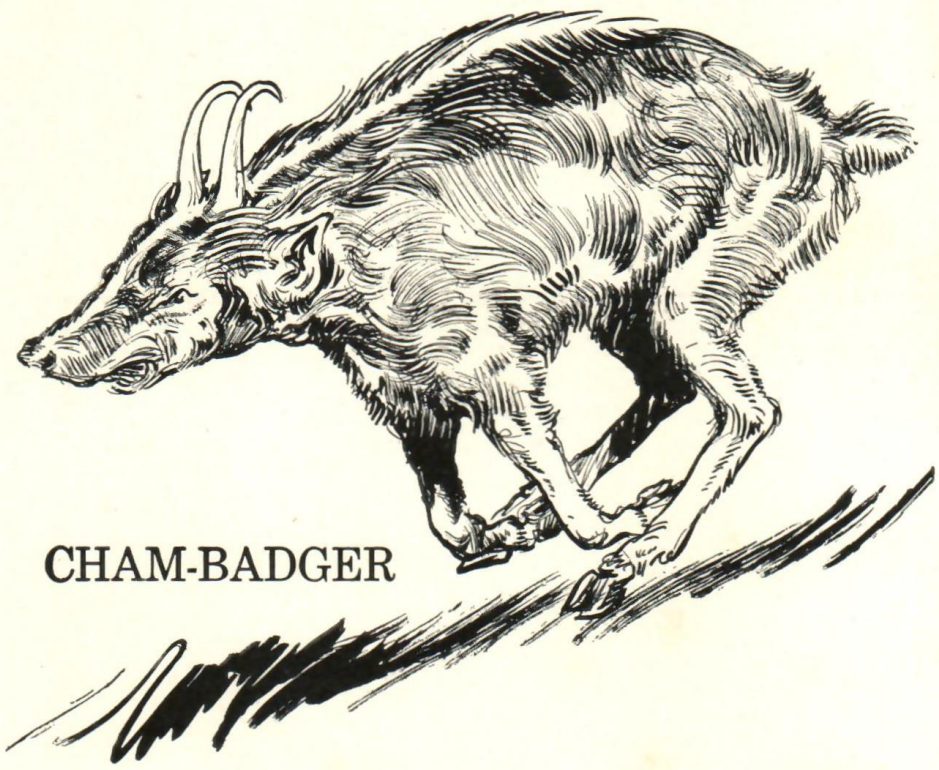
Address_____



The Badger, dear people,
Is not overrated.
He's small, but he's **Tough,**
And he's most concentrated.

The Chamois's so **Fast**
Only bullets can match her.
Her skin will wipe windshields,
If ever they catch her!

Now mix them both up, and mix them up well,
And there is the secret of **New Golden Shell.**



Like two oils in one, it's Tough and it's Fast.
It Cuts Starting Wear, and how it does last!

Starting causes More Engine Wear than all the running . . . New Golden Shell Motor Oil is Fast-Flowing to reduce this wear . . . Tough so it stands the heat of steady driving.

Golden Shell
SHELL
The New Motor Oil

LETTERS TO THE EDITORS

(continued)

Both the coaches pictured in LIFE are used on the main line of a big southern railroad running out of Washington, D. C.—ED.

Davis Memorial

Sirs:

I am sending corrections on the Davis memorial pictures appearing in LIFE March 15.

In the picture "The courtship of John Davis," I had been married eighteen years. I never worked a day for any of my wife's relatives before I was married.

The statue of Mrs. Davis, with hat in hand, was taken on our fiftieth wedding anniversary. The other one, standing, when we had been married ten years.

The two seated, represents the last fifteen years of the life of Mrs. Davis, as she and I sat on our porch on nice afternoons and evenings. She was in very poor health.

I lost my hand in 1908, from a cut and infection, and not from a threshing accident.

I was married in 1880. In 1898, while burning brush at the farm, I got my whiskers badly burnt and went smooth-shaven for a while. My whiskers at that time were about like those on the statue by the vacant chair.

The picture at the lower right-hand corner was taken on a Saturday at the special request of the photographer.

There is not a "Spite Dollar" invested in the memorial.

JOHN M. DAVIS
Hiawatha, Kans.

Tabor Over Kent

Sirs:

It was with some surprise that I read in your May 31 issue the heading: "The Country's Crack Prep School Crew Prepares . . ." and then found that it referred to Kent School and not Tabor! Tabor Academy's 8-oar Crew beat Kent at Worcester last year and again at Henley in the elimination races and also won the Henley Cup which reposes at Lillard Hall at this moment. In their last 12 races they have never been beaten.

PAUL S. VAITSES
Melrose, Mass.

LIFE salutes the crack crew of Tabor Academy (Marion, Mass.) which for the second successive year outrowed Kent at Worcester, May 29. —ED.

Bow & No. 2

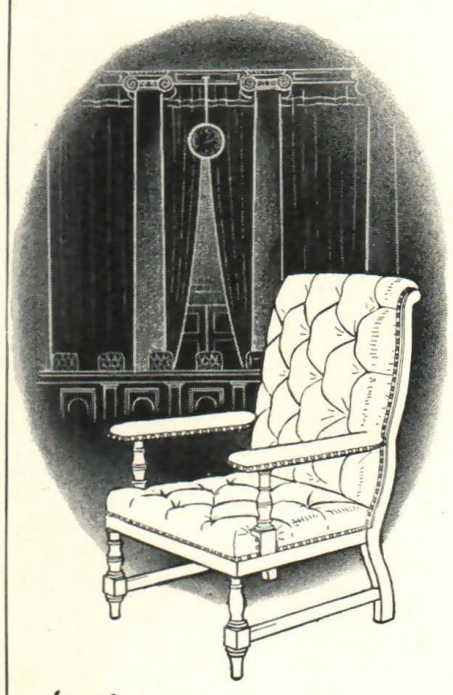
Sirs:

We were all pleased with your excellent pictures of Kent Rowing, in your May 31 issue, but on page 55 you have a picture of the First Crew, which does not show the bow or Number two man. It is hardly fair to call these six the first Kent crew, and we think you owe us an apology.

CYRUS EATON JR. &
FOX MARTIN
(Bow and Two, Kent First Crew)
Kent School,
Kent, Conn.

SUPREME COURT

On this chair sat the Chief Justice of the Supreme Court in somewhat less momentous days for that august body. Because of its comfort, or perhaps because he was accustomed to it, this chair was moved for the Chief Justice to the new Supreme Court building. But not for long—the old, unable to compete among the new, was relegated to history. So it is even with chairs—the easy comfort of many years' use passes before the new pattern.



Today's
Royalchrome
Chairs and Other Furniture

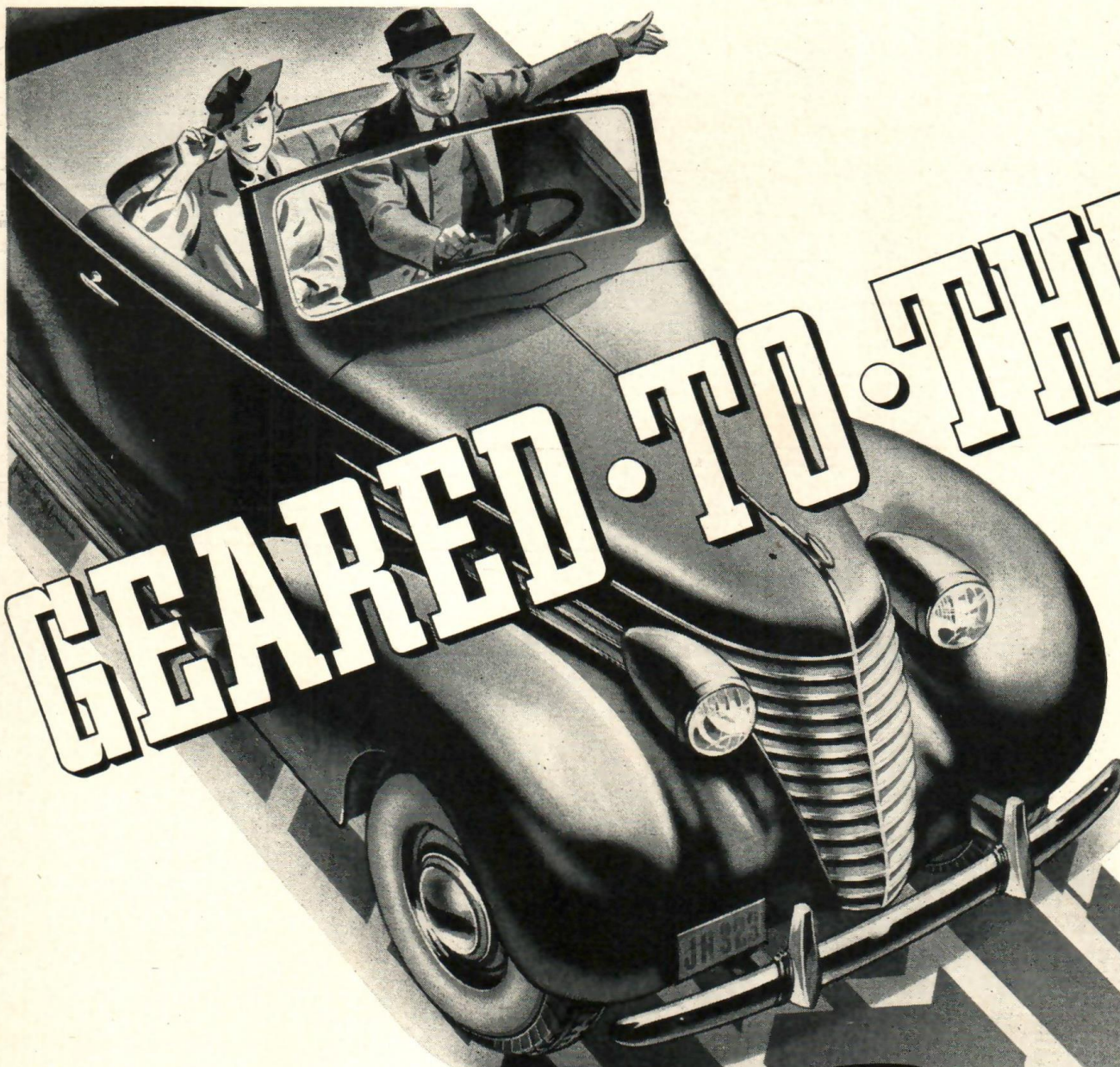
may not seat the high tribunals, but they do serve a multitude, humble and important, by whom "Royalchrome" is chosen as outstanding among all chrome furniture, because it combines comfort with design and utility.

Production of ROYALCHROME Furniture, formerly limited to $1,500,000 annually, continues within the same quantity limits, but these limits are now measured by number of pieces, as necessarily their dollar value is now greater. A continuation of "dollar measurements" rather than by pieces, would mean the discharging of men, whereas it is ROYAL'S aim to employ the same number steadily, and above all, happily.

To Royal's president, each workman is a close family member, not a "clock number"—and Royal's workmen produce the best. Salesmen do not oversell to selected dealers and distributors. If your dealer cannot supply ROYALCHROME, we suggest you buy from Royal's several worthy competitors.

ROYAL METAL MANUFACTURING CO.
Michigan Boulevard at 11th Place, CHICAGO
NEW YORK-LOS ANGELES-TORONTO

Royal
"Metal Furniture Since '97"



GEARED·TO·THE·ROAD

. . . MEANS *Safety!*

Sure protection against skids on wet, slippery pavements . . . the positive ability to hold the road! That's what you need for real Safety! — and that's what you get in Miller Deluxe Geared-to-the-Road Tires.

For a generation this famous tire with its equally famous Geared-to-the-Road Tread has been a quick, sure stopper — and quick to grip the road when you start again.

No secret about it. You can readily see how the strong V-shaped cross ribs of the tread hold the road like gears in a cog-wheel. And the specially compounded rubber is so live and tough these "gears" last through the long mileage Millers always give you.

Of course, there's more to a tire than the tread. So Miller puts this quick-stop tread on a body of exceptional strength and ruggedness — built for safety, for a comfortable ride, for long sure service on any car.

There is extra protection against the hazard of blowouts — extra strength and reinforcement at every point where severe strains are likely to take place. Miller Deluxe Geared-to-the-Road Tires are made to insure safety, even when the conditions are most severe.

Look for the Miller dealer's sign. It directs you to *both* safety and long mileage.

Factories: Akron, Ohio and Los Angeles, California

GEARED · TO · THE · ROAD

MILLER TIRES

"1937 is Miller's 45th year in Rubber"

SPEAKING OF PICTURES . . .

Dentist H. H. Kensole of Guy's Hospital, London, married a trained nurse. Brother doctors ransacked the hospital, formed this fancy dental arch outside Southwark Cathedral.

On roller skates in a San Francisco rink, Leon Cohn took himself a wife. This is a common type of freak wedding, especially popular among professional skaters like the Leon Cohns.

Hockey-player Stanley Craig married Constance Lloyd in London. His teammates conceived the happy idea of bringing their hockey sticks to the church to honor the wedded couple.

Golfer William Tweddell, captain of last year's British Walker Cup team, was given this arch to honor his wedding.

In a whale's mouth at Long Beach, Calif., J. Henderson married Betty Gentry to publicize the stuffed mammal exhibit.

In a cemetery in Oakland, Calif., Tom Durgan married Melba Robinson. "We wanted something different," said the bride.

. . . THESE ARE FREAK WEDDINGS

Comes June, the month of marriages, and photographers start seeking new approaches to the old subject of matrimony. Just to show what has already been accomplished in this field, LIFE herewith offers some samples of freak wedding pictures, chosen at random from files of regular agencies. The pictures on these pages fall into two main groups: the American wedding in which the ceremony itself is out of the ordinary (*i.e.*, a couple gets married in a whale's mouth); and the English wedding, in which the postnuptial proceedings are somewhat unusual (*i.e.*, a newlywed butcher marches out of church under an arch of cleavers). The English touches are generally more appropriate, the American touches more imaginative. The latter are mostly done for the sake of publicity. There are many types of weddings not represented here—weddings in rowboats, at nudist camps, and up in airplanes. The airplane wedding is, by now, definitely old-fashioned. No one, least of all a cameraman, pays any attention to aerial weddings. As a matter of fact, the "wedding above the clouds" is older than is generally supposed. As far back as 1865, an American couple signed a marriage contract in a balloon over Manhattan. This was a logical development of the feat of a Belgian balloonist who, around 1810, took off on his honeymoon in a balloon from Brussels and landed, without incident, in a cow pasture some miles out of town.

CCC-worker Lawrence Hanlon married Ethel Cobban near Astoria, Ore. The ceremony was performed on a fallen tree trunk, the wedding march was banged out on bucksaws, and the procession marched under an arch of CCC shovels.

Blacksmith and butcher could ask nothing more fitting for wedding exits than those above and below. The groom above is C. Smith of Sussex, England, who married a smith's daughter. Butcher is J. Dinsmore of Edmonton, England.

Carpenter James R. Wills of Plymouth, England, had saws for a wedding arch and a sawdust shower in place of rice.

RICHER Iced Coffee for your Guests this Summer

You can easily afford it in the economical bag

Your lawn will be headquarters for Iced Coffee this summer if you make the tall, cooling drink with richer, fuller flavored *Dated* Coffee.

Chase & Sanborn *guarantee* freshness by a unique Dating and Delivery system. Every bag of *Dated* Coffee is rushed fresh to your grocer by a nation-wide fleet of trucks. Like your milk and cream!

Clearly marked with the date of delivery for your protection from flat, stale flavor. You *can't* buy a stale bag of *Dated* Coffee.

That's why there is no need of expensive containers, why we can pack this very high-grade coffee in the economical bag and give *you* the benefit of this saving.

You'll want to serve more Iced Coffee than ever this summer. Be prepared to serve it at its very best! Order rich but inexpensive Chase & Sanborn *Dated* Coffee at your grocer's tomorrow.

CHASE AND SANBORN
Dated Here
CHASE AND SANBORN COFFEE
THE PERFECT GRIND FOR DRIP PERCOLATOR AND ALL OTHER METHODS
COFFEE
ONE POUND NET WEIGHT

Listen to the Chase & Sanborn Coffee Radio Program on the N.B.C. Red Network every Sunday Night

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For finest flavor in Iced Coffee, USE HIGH-GRADE COFFEE . . .

Only the finest quality, fullest flavored coffee will do, when you make Iced Coffee. Because, as the ice melts, it's bound to dilute the coffee. And even measuring your coffee more generously than usual—which is the rule for Iced Coffee—can't make up for this loss of flavor unless you start out with a coffee that is fresh, extra rich and high grade. For better Iced Coffee, use Dated Coffee.

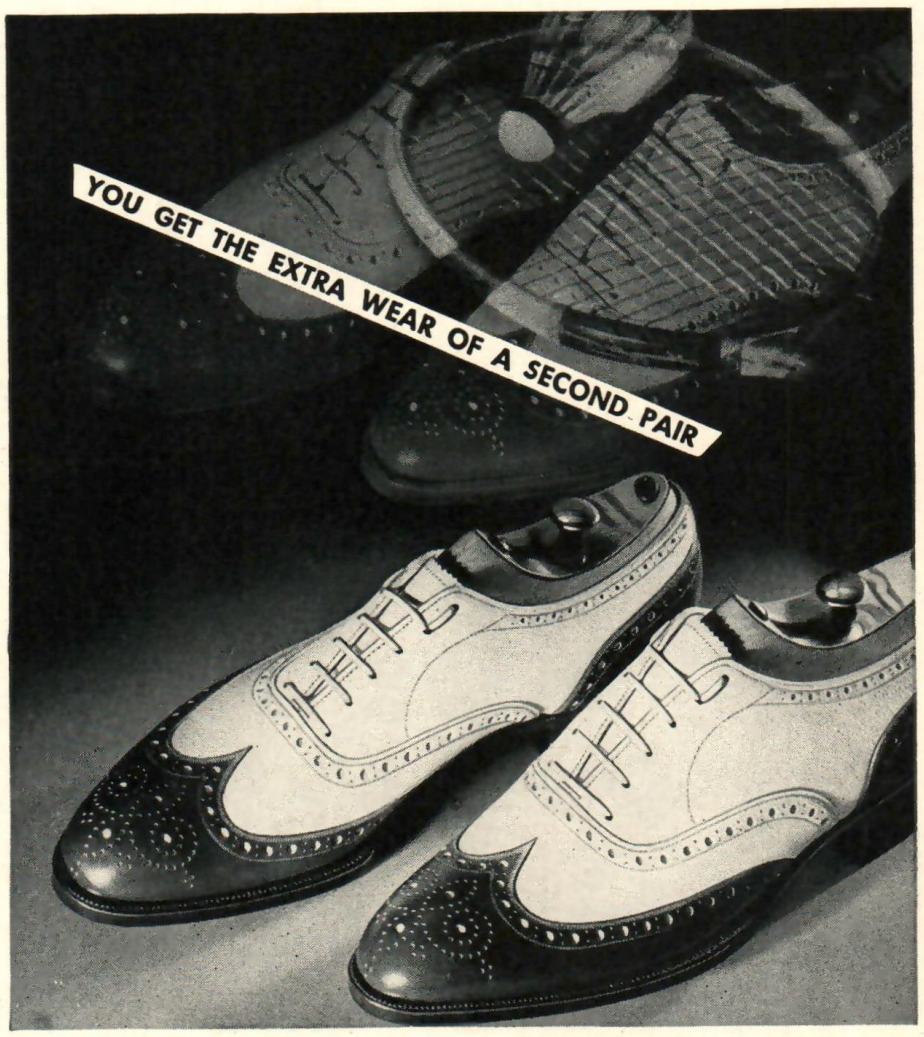
SPEAKING OF PICTURES

(continued)

In a cave near Grant's Pass, Ore., Herman Jarrett, a local farmer, married Elaine Scroggins. Everyone but the preacher wore animal skins. The couple lent themselves to this odd procedure to bring publicity to Oregon Caves and Grant's Pass.

In blocks of ice in Memphis, Tenn., Elton Rogers and Macie Thrift, side-show performers, were wed. Rogers was known as "Freezo," because his act consisted of being frozen into a block of ice. The couple wore bathing suits, have since had a son.

In diving helmets at the bottom of a Los Angeles hotel's swimming pool, John F. Gutrick and Katherine Wilson entered holy matrimony. Rev. Dr. Sheldon Sheppard (*right*) officiated and the nuptial vows were broadcast. Purpose: hotel publicity.



When ordinary shoes let go,
Florsheims say "LET'S GO!"

At the point where ordinary shoes call quits, Florsheims say "let's go!" They're built to give "the extra wear of a second pair". Florsheims outstrip the field in sales . . . because they outdistance the field in wear. They're the largest-selling fine shoes in the world. It costs us more to make Florsheims . . . but it costs *you* less to *wear* them! *Illustrated*, The SAXON, S-708; *genuine white buckskin with brown calf trim; also* The SAXON, S-707, *in genuine white buckskin with black calf trim.*

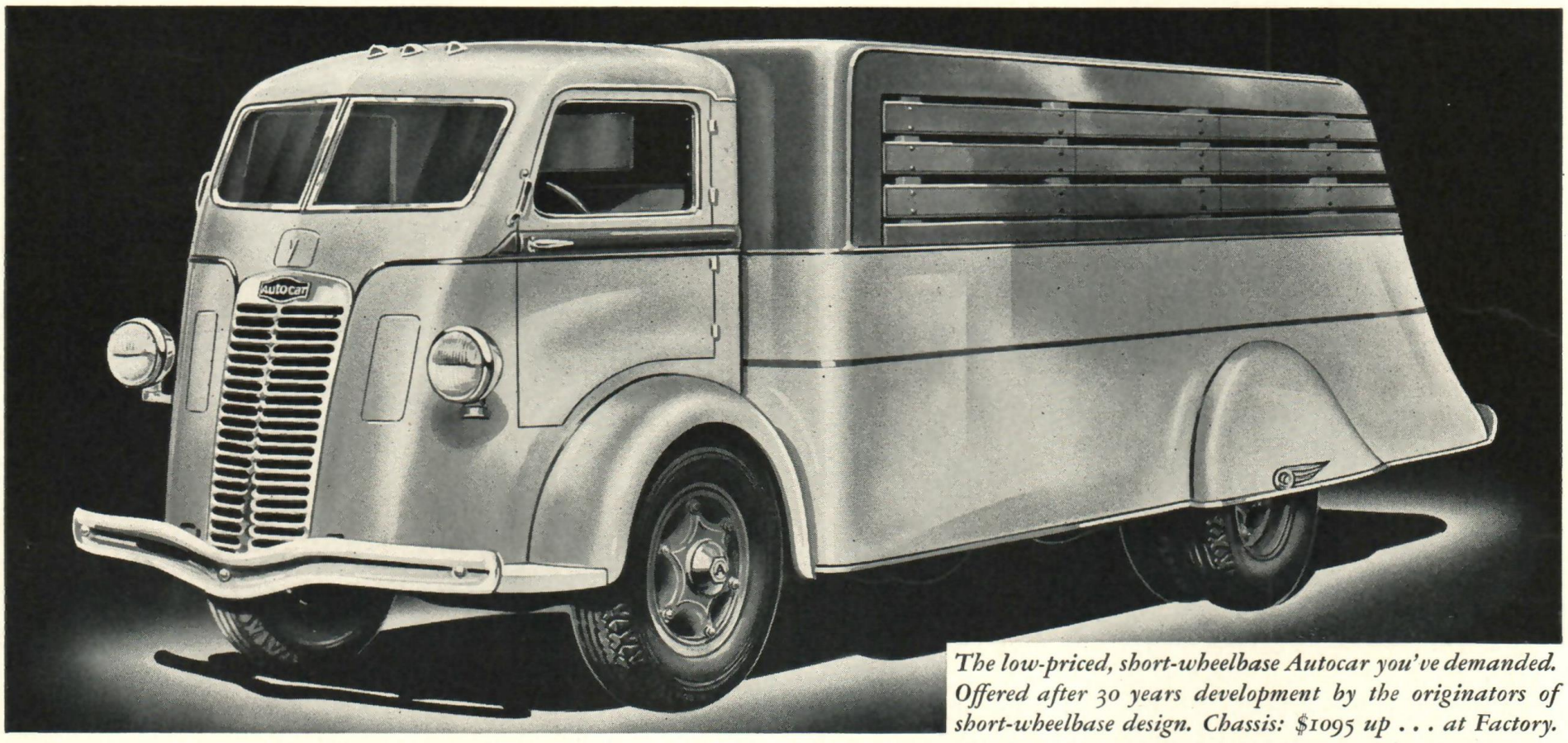
MOST STYLES
$9.50 AND $10

THE
FLORSHEIM
SHOE

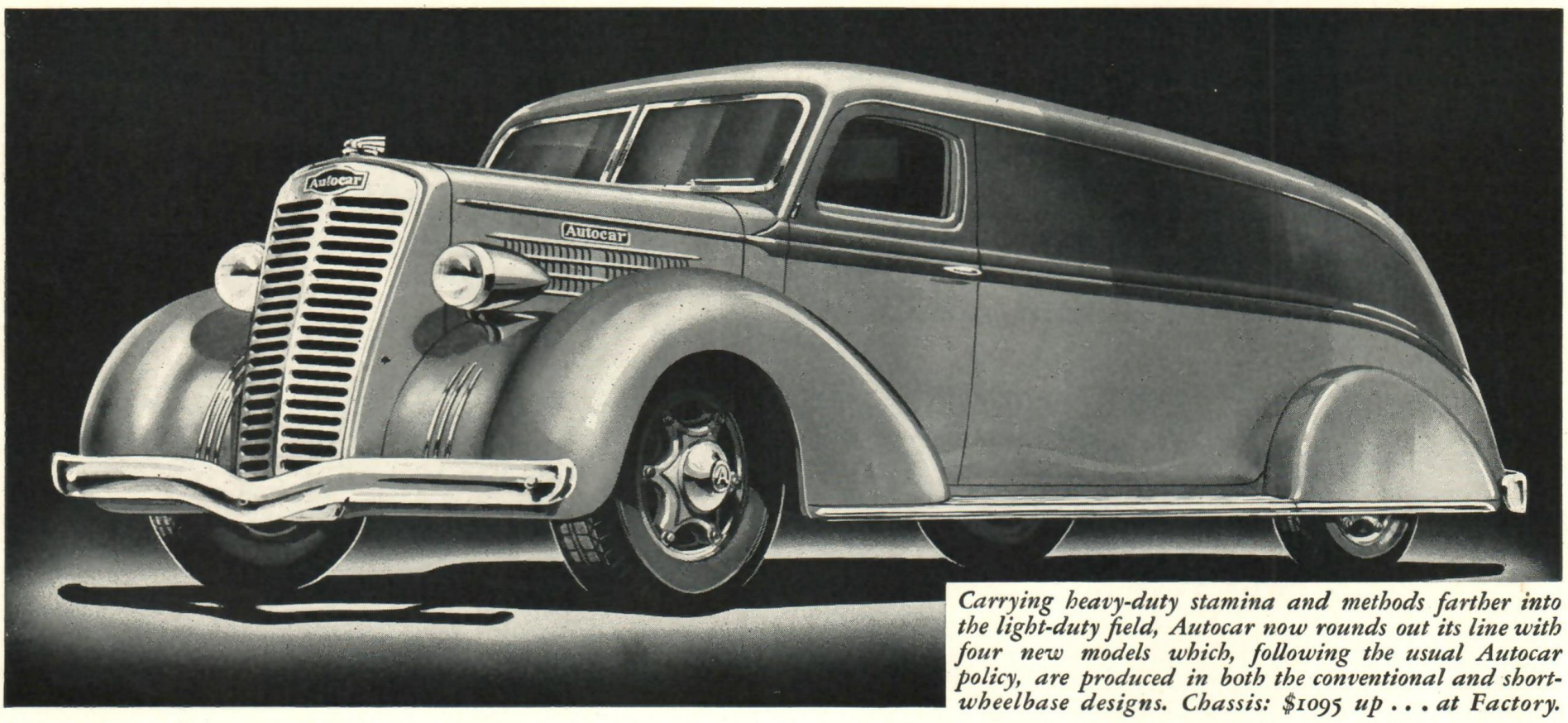
The Florsheim Shoe Company · Manufacturers · Chicago

THE LOWEST-PRICED TRUCKS EVER TO CARRY THE AUTOCAR NAME

...to do this, they've GOT to be good



The low-priced, short-wheelbase Autocar you've demanded. Offered after 30 years development by the originators of short-wheelbase design. Chassis: $1095 up . . . at Factory.



Carrying heavy-duty stamina and methods farther into the light-duty field, Autocar now rounds out its line with four new models which, following the usual Autocar policy, are produced in both the conventional and short-wheelbase designs. Chassis: $1095 up . . . at Factory.

"Follow the Leaders for They Know the Way"

AUTOCAR TRUCKS

ARDMORE, PA.

Branches in Leading Cities

We are supplementing our national system of Branches by appointing a few Distributors who have good financial ratings.

15¢ a Day Buys It... as Little as 2¢ a Day Runs It!

NEW FRIGIDAIRE WATER COOLER WITH THE METER-MISER

A Remarkable New Cooler at the Lowest Price in History

● Never before has a water cooler offered such beauty, such outstanding performance and economy, for so little money.

This new FRIGIDAIRE WATER COOLER for offices and homes does a far better job than old-way methods and actually costs less! It brings you an abundant supply of cool, refreshing water ... always convenient, always just the right temperature for health and real thirst-quenching satisfaction.

Yet operating cost is cut to the bone. For every one of these coolers has the famous METER-MISER, the simplest refrigerating mechanism ever built. It is exactly the same unit as used in Frigidaire refrigerators. And it comes to you with a 5-Year Protection Plan against service expense, backed by General Motors.

What's more, you enjoy dozens of other advantages never before available at this low price: Easy cleaning, fast cooling, Cold Control temperature regulator, "Freon-114" the safe refrigerant, and many other *exclusive* Frigidaire features.

This beautiful cooler may be had in a choice of Bronze or White Duco finish. Available for either Bottled Water or City Pressure Connection. Remember—15 cents a day buys it... as little as 2 cents a day runs it!

See this cooler at your nearest dealer's store. Or write for Free Booklet describing the full line of Frigidaire water-cooling equipment. Address Dept. 88-621, Frigidaire Division, General Motors Sales Corporation, Dayton, Ohio.

5 YEARS PROTECTION against Service Expense on the Sealed-in Mechanical Unit

Every Frigidaire water cooler with the Meter-Miser carries a 5-Year Protection Plan against service expense on the mechanical unit.

FRIGIDAIRE
MADE ONLY BY GENERAL MOTORS

Drink FRIGIDAIRE-COOLED WATER for Better Health... Greater Efficiency

1400-GALLON "TAXI" HAULS GOLDFISH

A TRUE "FISH STORY"

By LOWELL THOMAS

'Talk about strange cargoes. Listen to this true 'fish story.' Out in Martinsville, Ind., is the world's largest goldfish hatchery. The principal market, New York City, is a thousand miles away. To make this jump the Grassyfork Fisheries built a special tank truck, a ten-tire giant that can haul 200,000 fish in one load.

"To protect this precious shipment, the truck is heavily insulated. A special engine drives a compressor, forces a constant stream of air through the 1400 gallons of water.

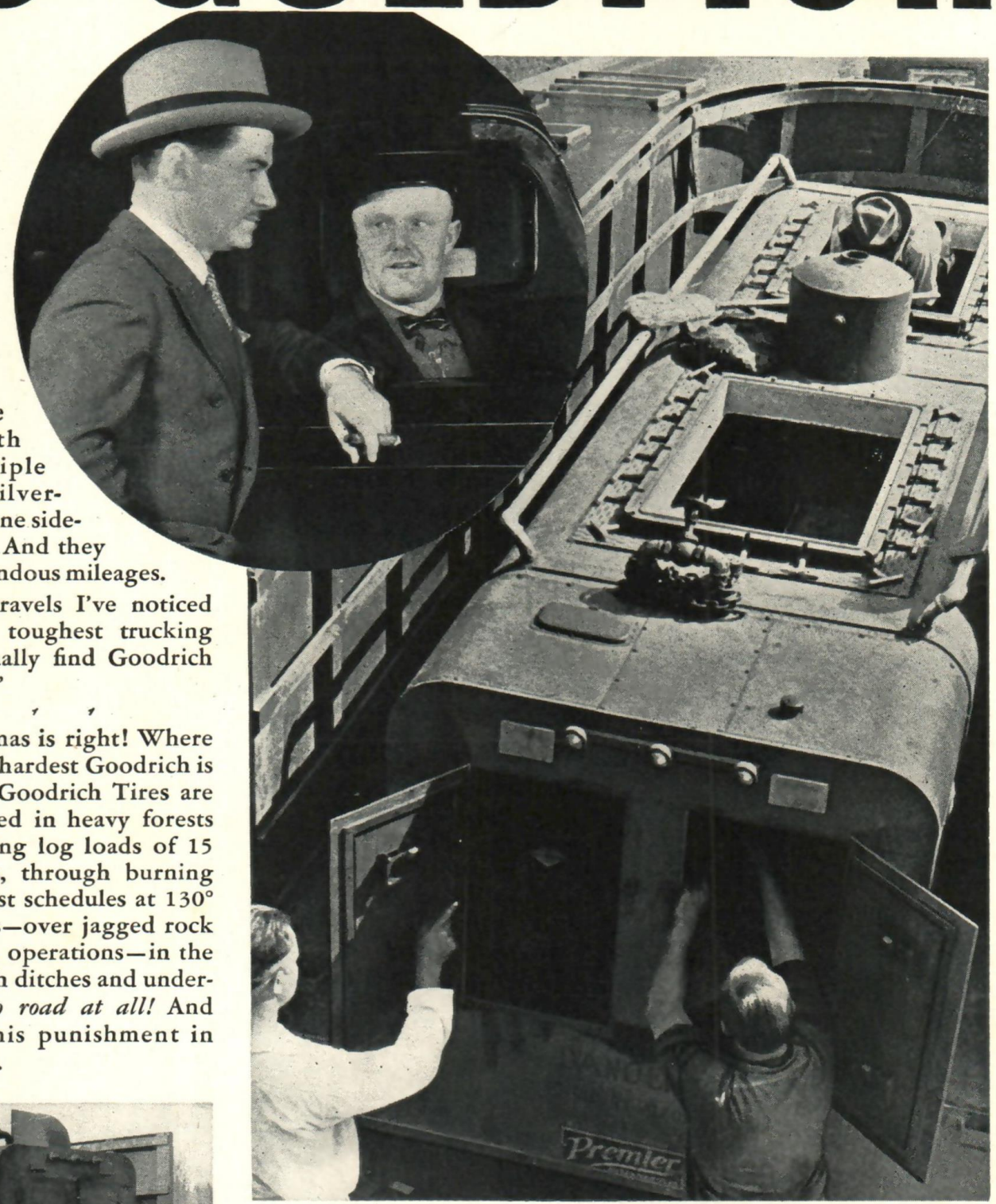
CAN'T TAKE CHANCES

"Once a week in zero-weather January or broiling July this big truck makes the eastward journey. Carries fish for the East, rare specimens to go aboard Atlantic liners. They must 'bring 'em in alive.' Delays would be costly. You can't take chances on tire failure with a job like this.

"But they tell me they just don't have tire trouble with Goodrich Triple Protected Silvertowns. Not one sidewall failure! And they run up tremendous mileages.

"In all my travels I've noticed that on the toughest trucking jobs you usually find Goodrich Silvertowns."

Lowell Thomas is right! Where the going is hardest Goodrich is first choice. Goodrich Tires are being tortured in heavy forests under crushing log loads of 15 and 20 tons, through burning deserts on fast schedules at 130° temperatures—over jagged rock in coal mine operations—in the army through ditches and underbrush, *on no road at all!* And they take this punishment in their stride.



Goodrich Silvertowns are Triple Protected in the sidewall—built with an invention that checks 80% of all premature failures. Only Goodrich gives you this 3-way safeguard:

1 **PLYFLEX**—distributes stresses throughout the tire—prevents ply separation—checks local weakness.

2 **PLY-LOCK**—protects the tire from breaks caused by short plies tearing loose above the bead.

3 **100% FULL-FLOATING CORD**—eliminates cross cords from *all* plies—reduces heat in the tire 12%.

On *your* trucks, too, you can get a new freedom from road delays and big repair bills and at the same time increase mileage with Triple Protected Silvertowns. See the Goodrich dealer and start saving. Or write The B. F. Goodrich Co., Akron, Ohio and Los Angeles, California.

Goodrich *Triple Protected* **Silvertowns**

SPECIFY THESE NEW SILVERTOWN TIRES FOR TRUCKS AND BUSES

LIFE

REG. U. S. PAT. OFF.

Vol. 2, No. 25 — June 21, 1937

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Every time you open your pay envelope, or endorse your pay check, you have added to a fund which will continue you on a payroll after you are sixty-five — if you are employed in an industry covered by the Government's Social Security plan.

The kind of retirement you look forward to, however, will probably require more dollars every month than you will receive from this source.

To help you to bring your retirement income more into line with your needs, we have designed the John Hancock Selective Security Policy, a "different" type of life insurance contract, which makes it possible for you to arrange for exactly the amount you will require, either to add to the benefits you will receive — or to plan your own retirement fund if you are not included in the federal plan.

A detailed explanation of this new contract, together with a table which will help you to make a quick calculation of your personal Social Security benefits, will be mailed on request. Use the coupon for convenience.

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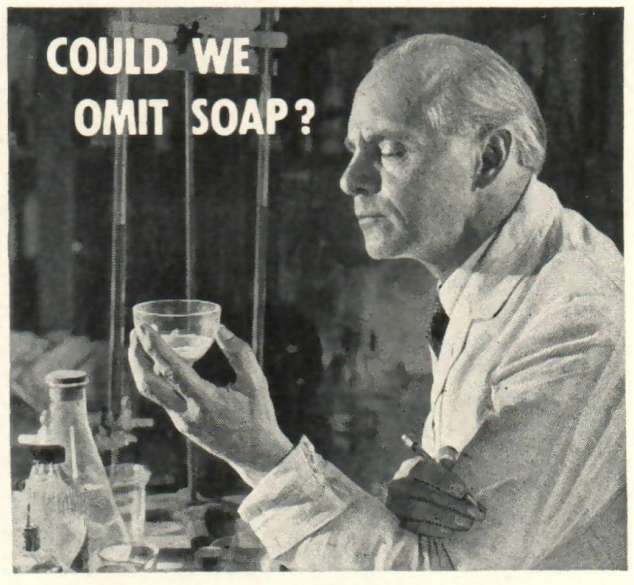
DEPT. L., 197 CLARENDON STREET, BOSTON, MASS.
You may send me Social Security chart.
Name .....
Address .....
.....

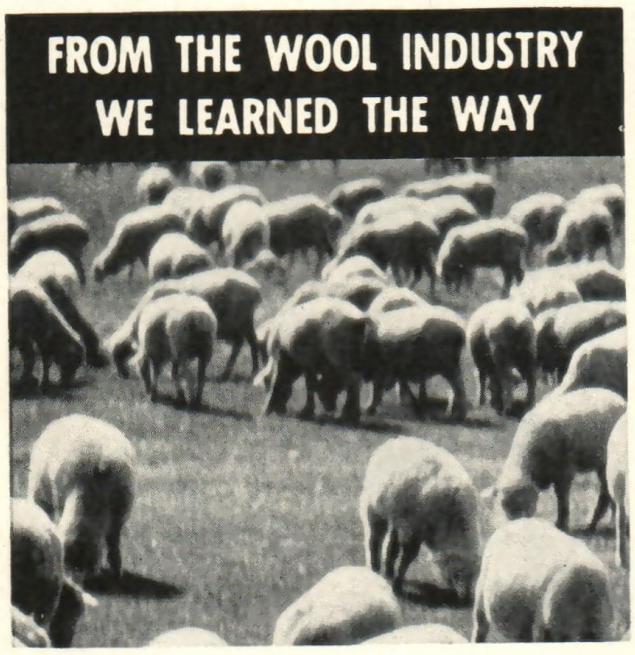
WE REPLACED AN ENEMY WITH A FRIEND . . .
and created a delightful new *soapless* Tooth Powder

Just as cats and dogs are natural enemies in the animal world . . .

So in the chemical world are certain wonderfully fine cleansers which are "chemical enemies" of soap, and hence could not be used in tooth powder that contains soap.



If we could use these 100% costlier polishers and cleansers, our research men argued, we could produce a tooth powder simply without equal. We must find something to take soap's place.



The wool growers found that soap was not washing wool clean enough to take coloring properly. After countless experiments, they turned to an amazing new ingredient that outcleans soap—even outfoams it. That ingredient we now include in Listerine Tooth Powder.

Rub it between your fingers

None of that greasy feeling you get with ordinary tooth powders; just clean, satin-soft cleansers 100% costlier.

Sprinkle it in the air

See how it floats there—so light, so dainty—instead of dropping quickly to the floor as heavier powders do.

LISTERINE TOOTH POWDER CONVINCES ME THAT A SOAPLESS POWDER IS JUST ABOUT PERFECTION
RIGHT YOU ARE, DEAR. THIS SOAPLESS IDEA IS GREAT—NEVER HAD A POWDER THAT MADE THE MOUTH FEEL SO FRESH OR CLEANED THE TEETH SO WELL
LISTERINE TOOTH POWDER

Even your dentist uses no finer powder. When we learned how to create a dentifrice without soap, we were able to employ the finest cleansing and polishing agents in the world. They cost up to 100% more than those found in ordinary tooth powders. Only three places in the world can supply them to our quality standards.

Combined with the marvelous new foaming agent, in itself a wonderful cleanser, they form a tooth powder that will simply delight you . . . that will make others seem old-fashioned, lazy, inadequate. Try the new Listerine Soapless Tooth Powder now. In two sizes, 40¢ and 25¢.

LAMBERT PHARMACAL COMPANY, *St. Louis, Mo.*

FAMILY NEWS:

Buy it in JUNE and it lasts thru AUGUST

LIFE

VOL. 2, No. 25 JUNE 21, 1937

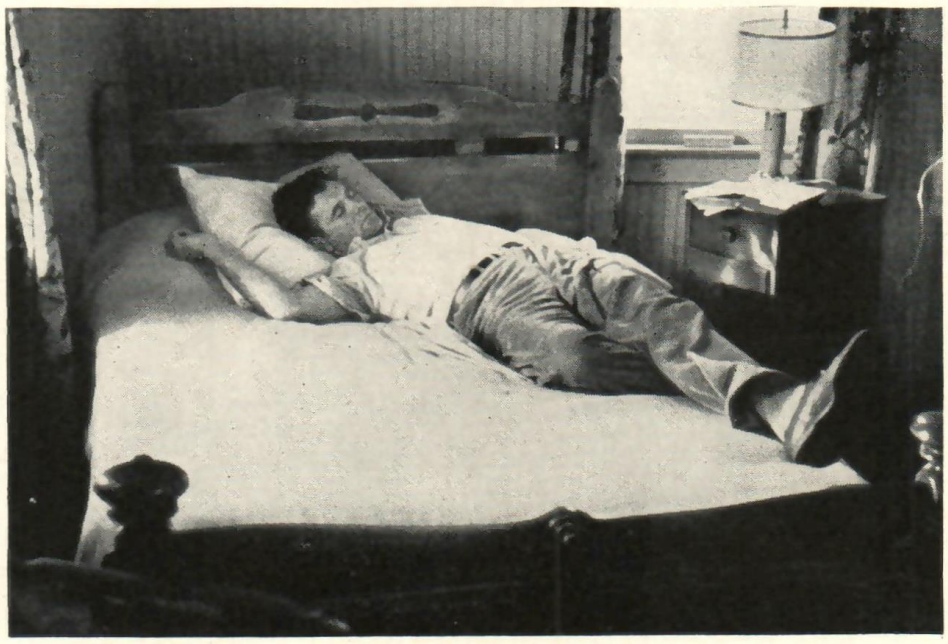
A FORGOTTEN CHAMPION FIGHTS AGAIN

Next Tuesday at Comiskey Park, Chicago, James J. Braddock (*above*), world's heavyweight champion, will defend his title against Joe Louis. It will be Braddock's first fight since 1935 when he confounded the sports world by whipping Max Baer. Since then, Braddock has kept out of the ring, hoarding his title until he has become a forgotten champion to the general public. Last February he signed to meet Louis. In April he began training to fight again (*turn page*).

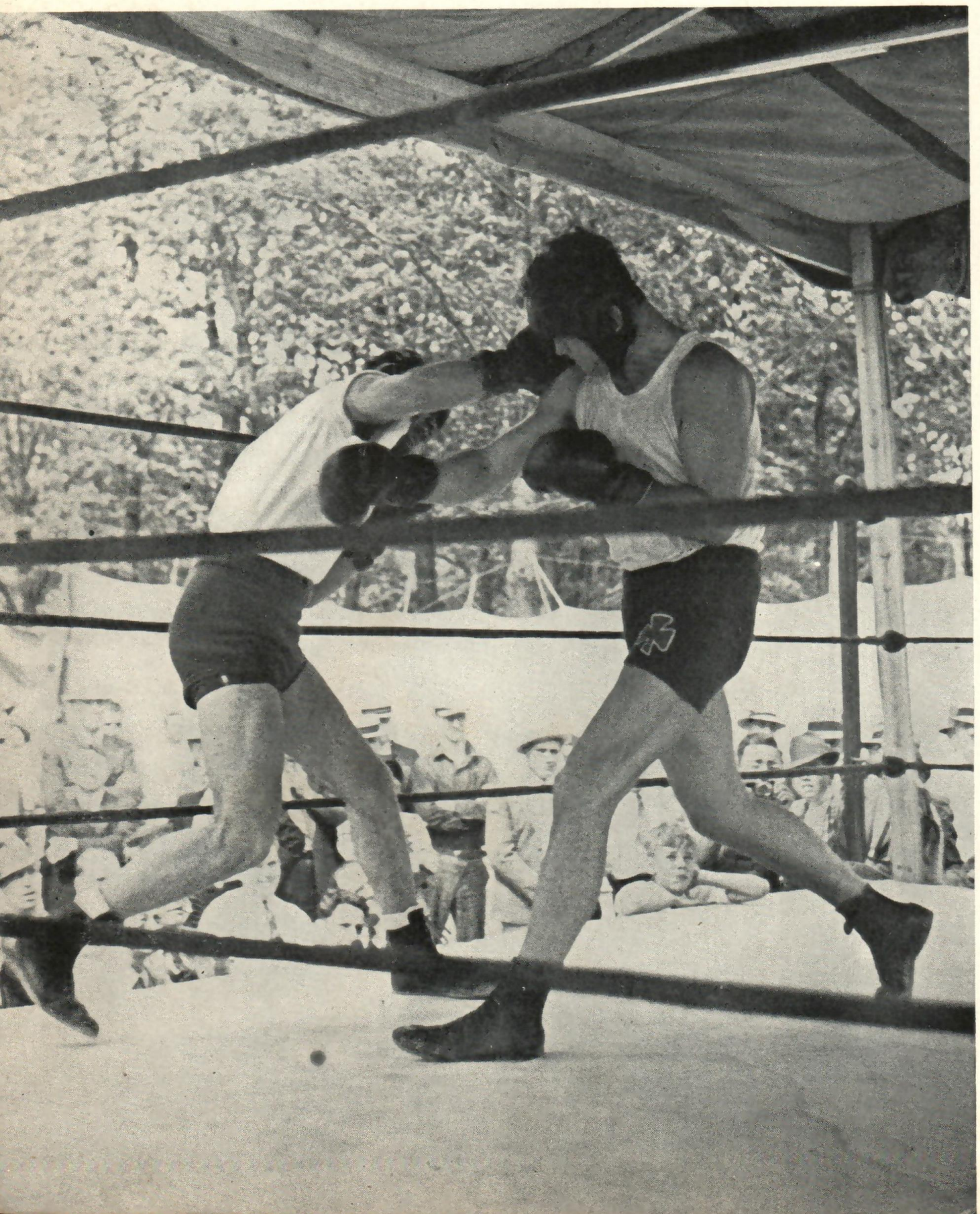
CHAMPION AND CHALLENGER TRAIN FOR CHICAGO BATTLE *(continued)*

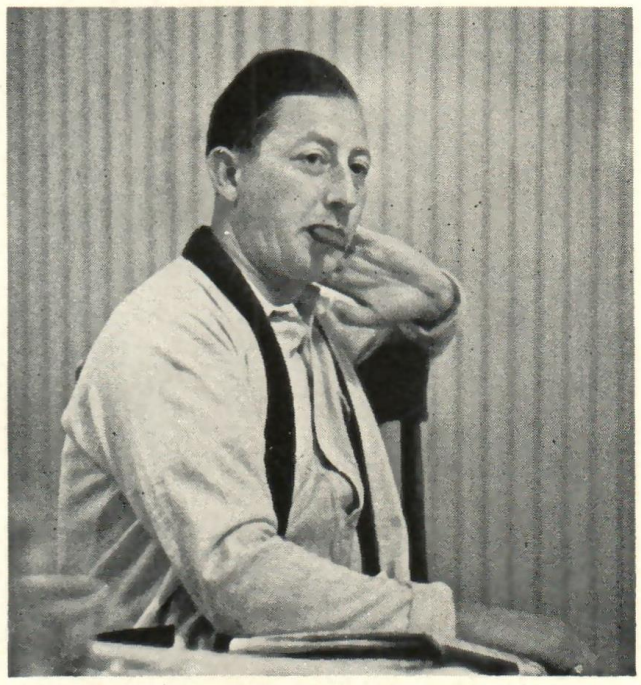
Champion Jimmy Braddock is training at Grand Beach, Mich. for the 15-round defense of his title June 22. Challenger Joe Louis has his camp at Kenosha, Wis. While they sparred, punched bags, skipped rope, tickets for their fight were selling fast (*see left*). It seemed that 80,000 spectators would crowd into Comiskey Park, bring a $1,000,000 gate. Half of the receipts will go to Braddock who was so down-and-out at one time before he beat Baer that he had to go on relief to support his wife and three children. Louis gets 17.5% of the gate. "Wise-money boys" were picking Louis at 3-to-1 to win. But "wise money" is often something less than infallible. "Wise money" was 8-to-1 that Baer would beat Braddock, which he didn't, and 10-to-1 that Louis would lick Schmeling, who knocked him out.

Braddock's camp was much more gay and friendly than Louis'. Above, Barney Ross, welterweight champion who advised Braddock, falls into a chair after an exhibition of "truckin'."

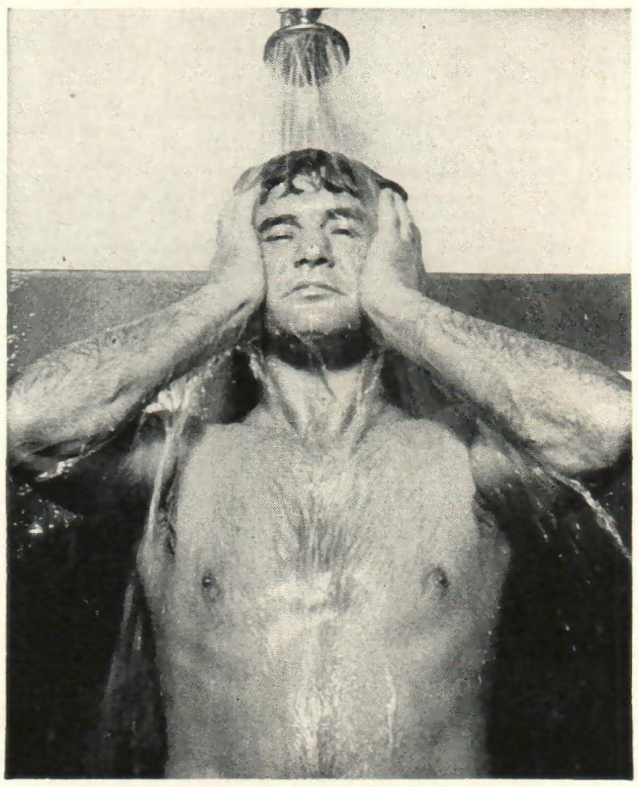


The champion takes it easy after breakfast. Before breakfast, he went for a brisk 7-mile run. Braddock expects to weigh 193 lb. for the fight. Louis will weigh about 200 lb.

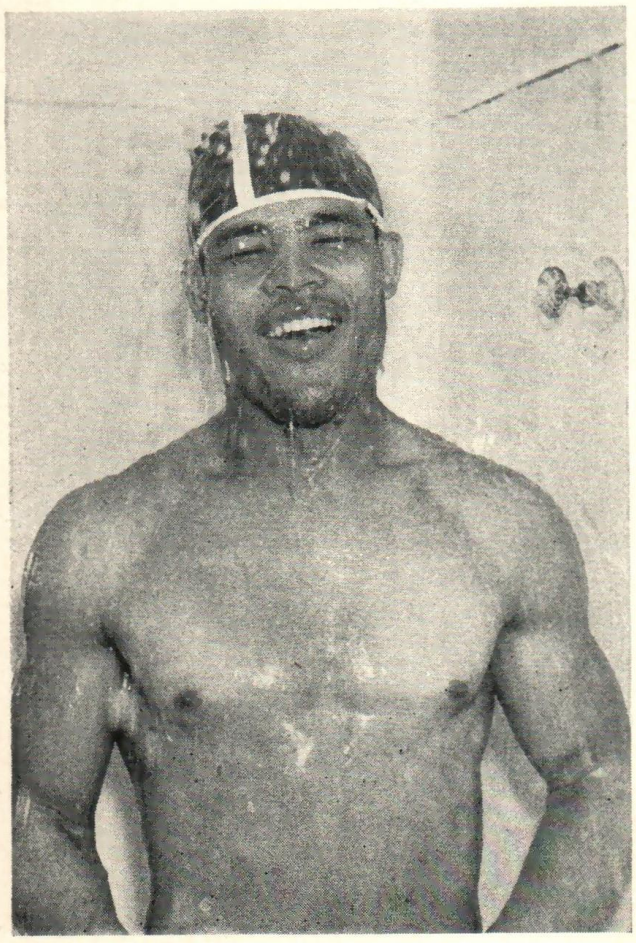




Braddock's manager for ten years has been Joe Gould (*above*). He gets 50% of champion's earnings, pays expenses.

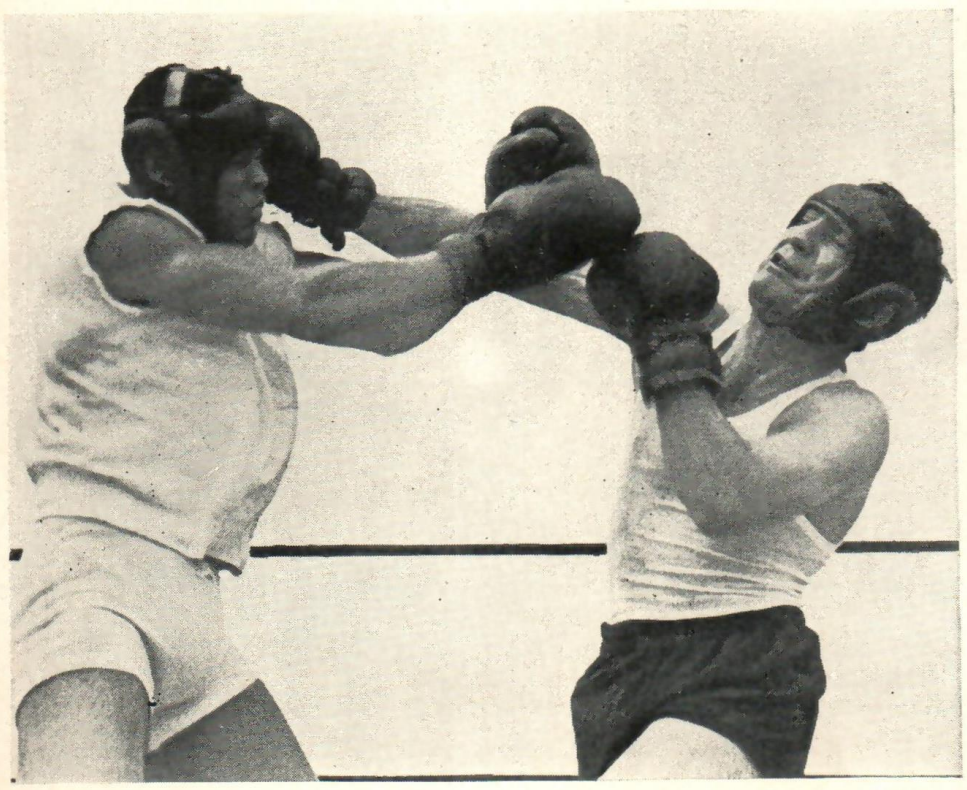


After a workout (*left*), the champ takes a shower. To show his Irish blood, Braddock wears a shamrock on his shorts.

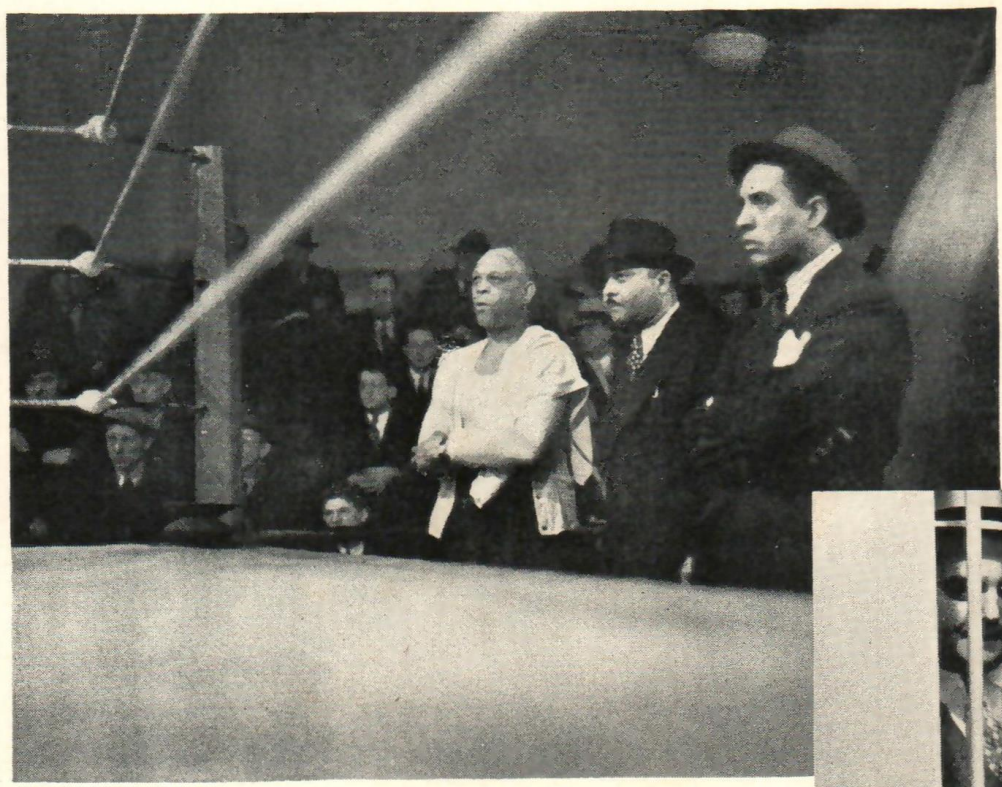


The challenger rarely smiles. Here Louis grins because a workout is over. He hates workouts and getting up (*right*).

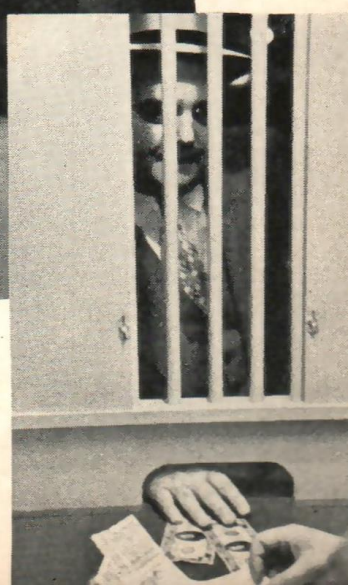
Louis' managers are Negroes: John Roxborough (*above*), Detroit lawyer and Julian Black, Chicago real-estate operator.



A high right to Louis' head is the punch Schmeling used to knock the Negro out. Louis studied a defense against this blow but sparring partners (*as above*) landed plenty of them.



Watching Louis spar are (*left to right, above*), Trainer Jack Blackburn, a great boxer himself once, Manager Roxborough, and Louis' bodyguard.



Joe Louis skips rope

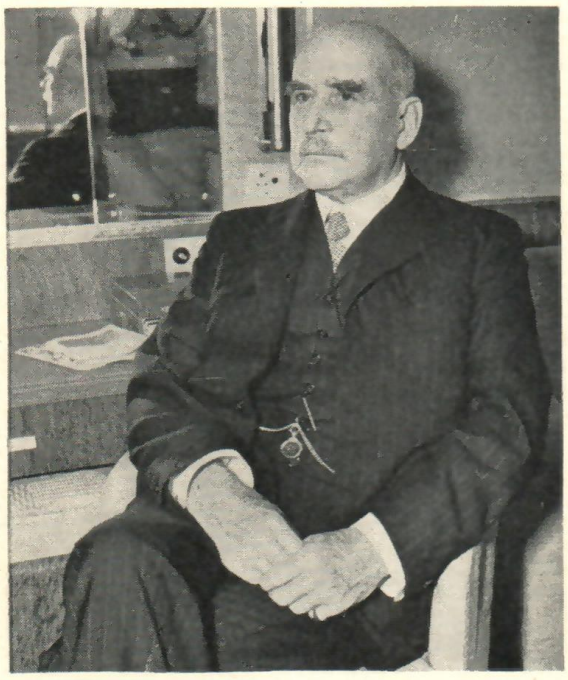
(*continued*)

Joe Louis is a powerfully built Negro, 23 years old, 6 ft. 1¼ in. tall, 200 lb. in fighting trim. He has the most impassive face and one of the best left hands of any contemporary boxer. His father and mother were poor Alabama cotton pickers named Barrow. He was a $25-a-week unskilled laborer in the Ford plant in Detroit when Roxborough and Black took him in hand in 1934, made a professional fighter of him. All the boxingcraft Louis knows was acquired slowly and painfully from his trainer, Jack Blackburn. In the ring, Louis is lithe, shuffling and stolid. Outside he is lethargic, uncommunicative, unimaginative.

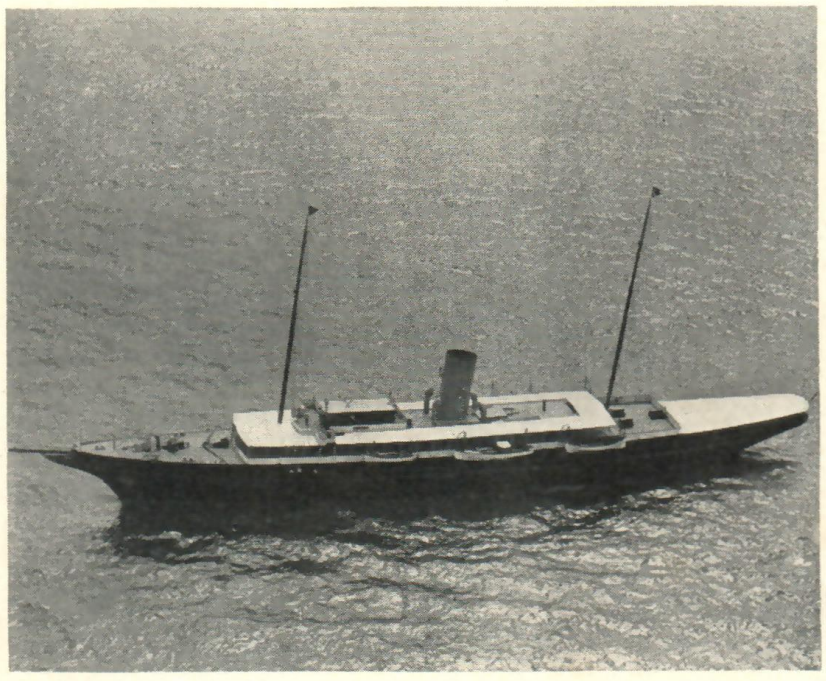
The man Braddock should really be fighting is Max Schmeling of Germany. Schmeling having knocked out Louis last June, had a contract to fight Braddock in September. The champion called that fight off on the excuse of an injured wrist, signed to meet Schmeling on June 3. Then he realized he could make more money fighting Louis, decided to ignore Schmeling. The German came to the U. S., trained, weighed in the day the fight was scheduled. No one expected Braddock to appear. He didn't. Enraged, Schmeling sailed back to Germany where he has a charming movie-actress wife and a charming home near Berlin (*below*).

Mr. and Mrs. Schmeling at home

LIFE ON THE AMERICAN NEWSFRONT: J. P. MORGAN HAS HIS SAY ON TAX EVADERS



J. P. Morgan flayed the New Deal campaign against tax dodgers: "If the Government doesn't know enough to collect taxes, a man's a fool to pay them."



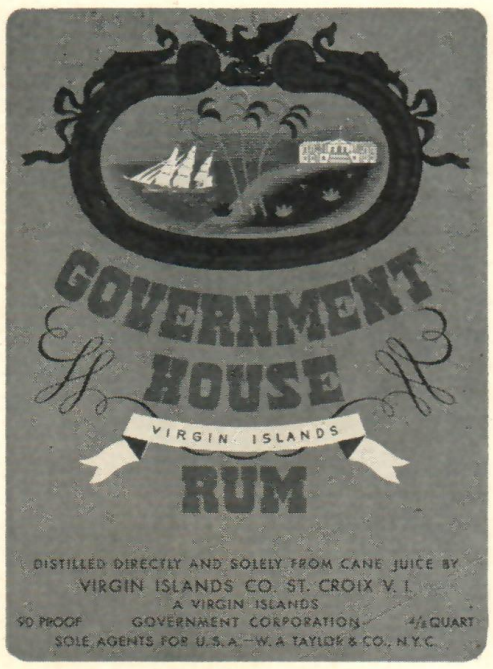
Mr. Morgan's "Corsair" is not the yacht which an anonymous millionaire incorporated to lessen his taxes. Said Mr. Morgan: "I didn't think it worth while. But anybody's justified in doing anything so long as it's legal."

Secretary of the Treasury Morgenthau cracked back: "I think most of the American people disagree with Mr. Morgan on his philosophy. I certainly do."

FRANCE INVITES THE ROCKETTES TO REPRESENT THE AMERICAN DANCE

The "Rockettes"—46 of them who dance with military precision at Manhattan's Radio City Music Hall—were invited on June 10 to represent the U. S. at the Paris Exposition. At the expense of the French Government, they will sail on the *Ile de France*, dance four numbers on the night of July 2, return at once on the *Normandie*. Exposition officials declared that, while other nations were invited to send classic or folk-dance troupes, they regarded the tap chorus as the peculiar contribution of the U. S.

SECRETARY ICKES HUSHES UP HIS RUM BUSINESS

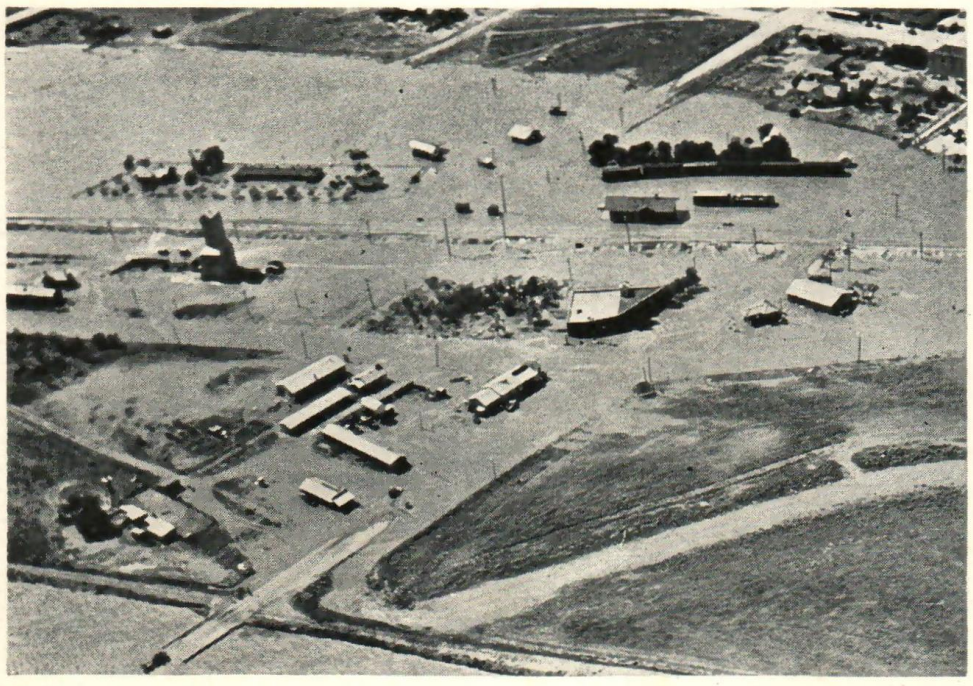


This label was designed in part by President Roosevelt (the ship was his idea) for rum made by Virgin Islands Corp., a New Deal project designed to rehabilitate the Islands.

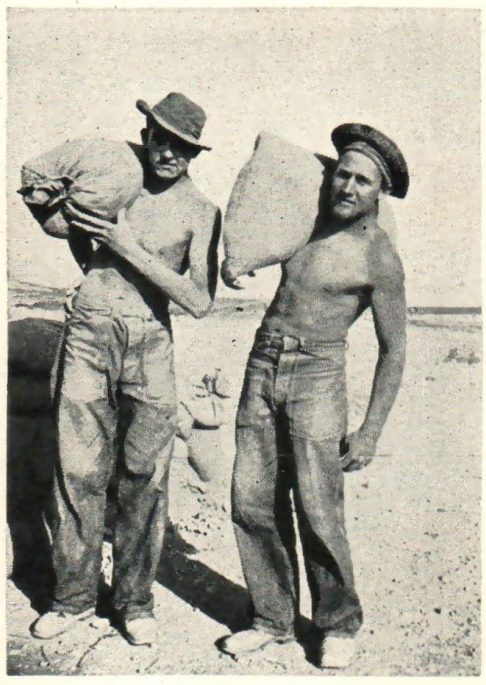
Secretary Ickes, whose Interior Department has charge of the enterprise, publicly tested the first batch. But criticism flared up among champions of temperance and Government economy. Congressman Louis Ludlow (Ind.) demanded to know "whether this is putting the Virgin Islanders on their feet or under the table."

Mr. Ickes' new attitude toward Government House rum and Virgin Islands Corp. was depicted on June 8 by Cartoonist Jay ("Ding") Darling. Caption: "How about some nice, snappy publicity, Mr. Secretary?"

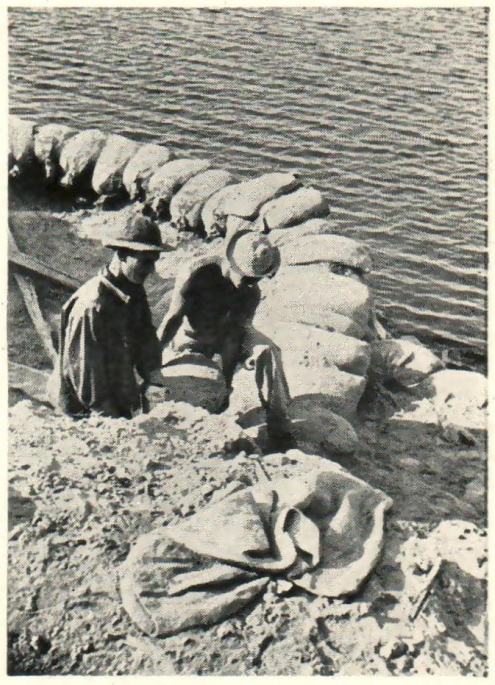
LIFE ON THE AMERICAN NEWSFRONT: STEADY RAINS CAUSE A FLOOD IN THE DUST BOWL



The heaviest rains in years drenched the Dust Bowl (*see p. 60-65*) in the last week of May and first week of June. The prairies turned to mud, long-dry rivers ran in torrents and cities in four States fought high water. This wet little town is Friona, Tex.



CCC boys toted sandbags at Carlsbad, N. Mex., where the raging Pecos River threatened to burst through an old dam above town.



A break occurred in the dam above Carlsbad but sandbags mended it. Saved from flood, Dust Bowl cities celebrated the downpour.

SHIRLEY TEMPLE'S BLACK EYE GETS WORSE AND WORSE

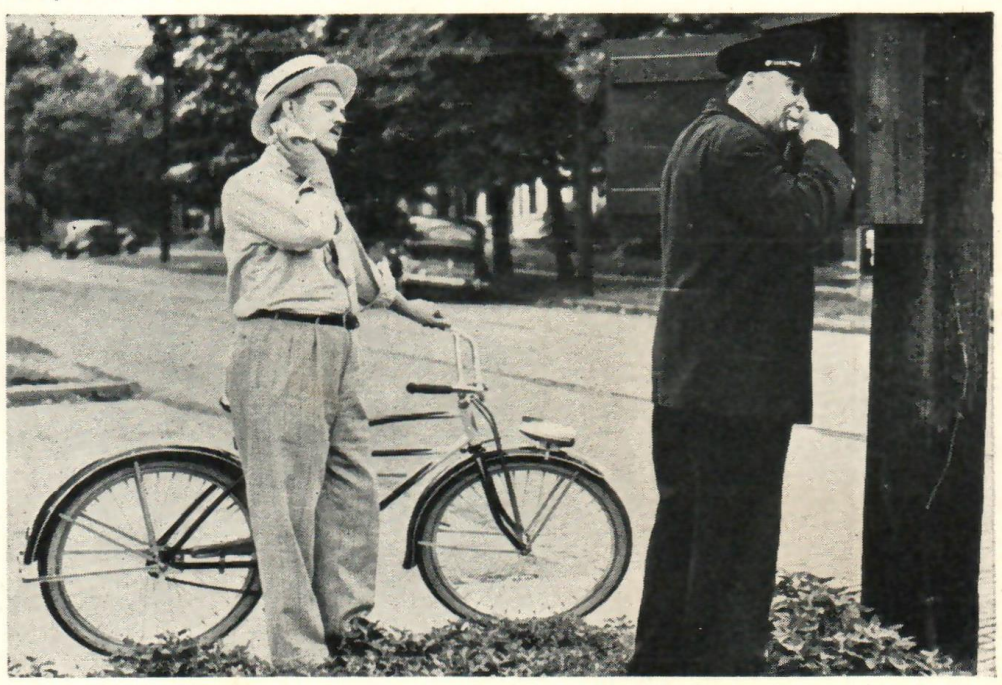
Shirley Temple tripped over a light cord on a Hollywood movie set, struck her pretty head on a projector as she fell. Presently a small bruise appeared near her left eye.

The bruise wasn't big enough to make a good story, so press agents furnished Shirley with a pair of dark glasses, awesomely announced that behind the glasses was a real black eye.

It still wasn't good enough for the New York *World-Telegram*. For the amazement of its readers the *World-Telegram* had its staff artists fake this frightening "shiner."

PATROLMAN DAVIS OF SPRINGFIELD, ILL. GETS A MARATHON BEAT

The longest police beat in the country is probably that of Patrolman Charles W. Davis of Springfield, Ill. When Davis, aged 54, refused to retire on a pension, the mayor and police chief gave him a 23½-mile beat. Davis tells reporters, like the one who is pacing him on the bicycle, that the mayor wants to replace him with a political worker.



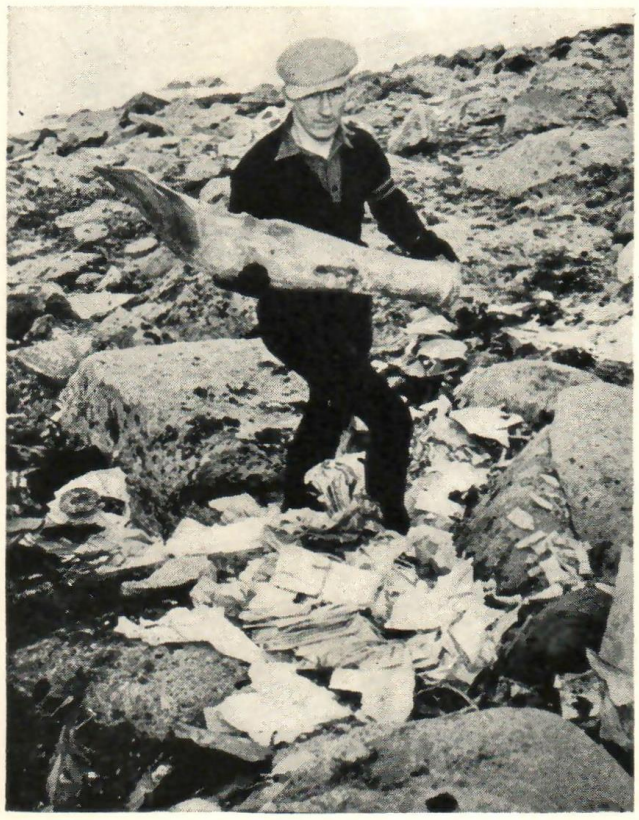
No time for lunches is allowed on Patrolman Davis' schedule. He gets along on sandwiches donated by admirers who wait at his call boxes. After five days of the marathon beat, Davis protested: "If a taxpayer asked me a question and I stopped to give him an answer, I'd be late for my call. If I saw a disturbance and halted to stop it I'd be late then too."

LIFE ON THE AMERICAN NEWSFRONT: JEAN HARLOW OF HOLLYWOOD—1911–1937

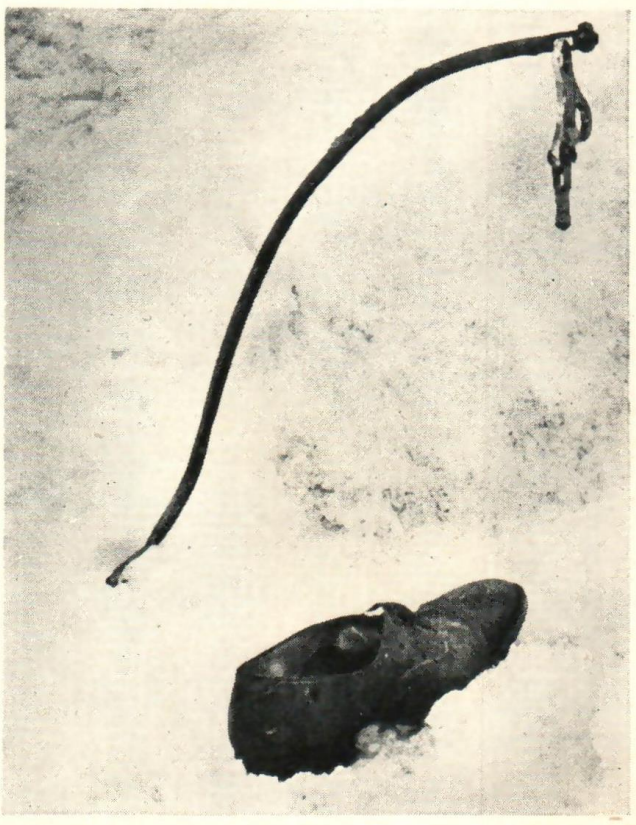
Death came on June 7 to Movie Actress Jean Harlow, seen above as she stepped from her dressing room in Hollywood. Her funeral, two days later, was held quietly at the Wee Kirk o' the Heather in nearby Glendale. Miss Harlow died at 26 after seven bright years in the movies. Her peculiar, bleached hair, called "platinum blonde" by a press-agent, made her famous overnight and started a widespread vogue. Even after she switched her hair to its natural color, hundreds of thousands of girls throughout the land remained "platinum blondes." Miss Harlow was the leading embodiment of Sex Appeal. In her later pictures she developed a considerable talent for comedy, won a vast and devoted following.

LIFE ON THE AMERICAN NEWSFRONT: SEARCHERS FIND WRECKAGE OF A LOST AIRLINER

ON THE TOPMOST PEAK OF THIS RIDGE THE AIRLINER CRASHED, SCATTERING ITS FRAGMENTS INTO THE VALLEY



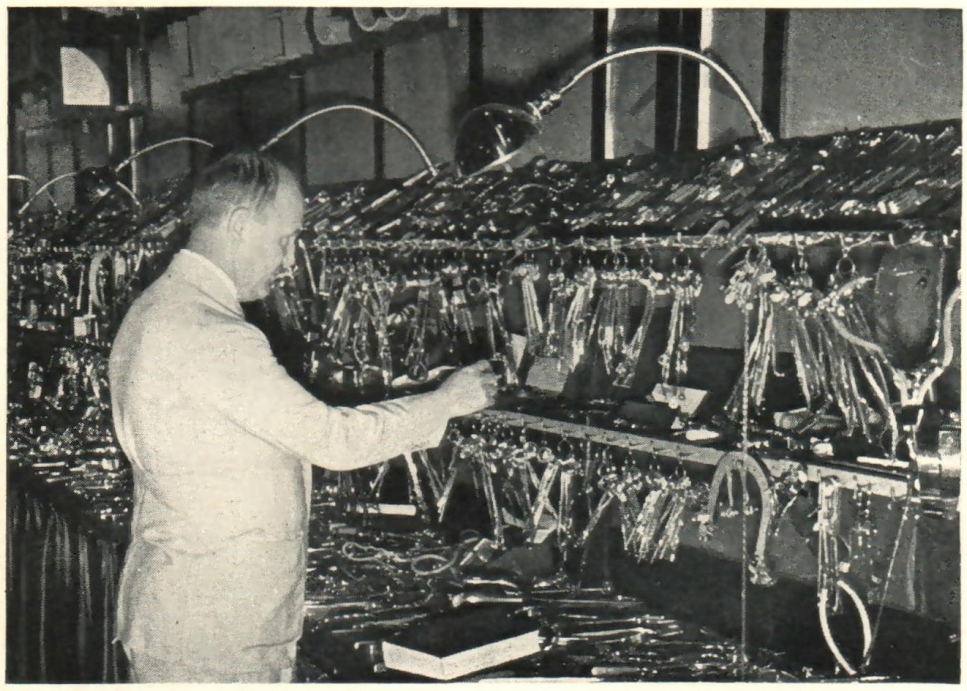
On the night of Dec. 15, 1936, a Western Air Express liner, carrying four passengers, two pilots, and a hostess, flew into a storm over northern Utah and vanished. The baffling search for the plane ended on June 6 in the jagged Wasatch mountains, 25 miles southeast of Salt Lake City. Searchers could readily see why no rescue plane had been able to sight the wreckage, for the liner had been smashed to fragments of which the largest ones visible could be placed on a dining-room table. The liner crashed against the far side of the ridge which appears in the picture above, only 20 feet from the top. The spot is marked by a patch of snow to the right of the highest peak. The plane bounced over the top of the ridge and catapulted into the snowfield in the foreground. The searching party can be seen in the picture—eight men trekking across the snow toward the foot of an avalanche which marks the approximate course of the liner after it struck. The searchers found a fragment of propeller (*left*) in one spot, a man's shoe and a twisted metal rod (*right*) in another. But most of the wreckage and all of the bodies were hidden beneath 25 to 50 feet of snow.



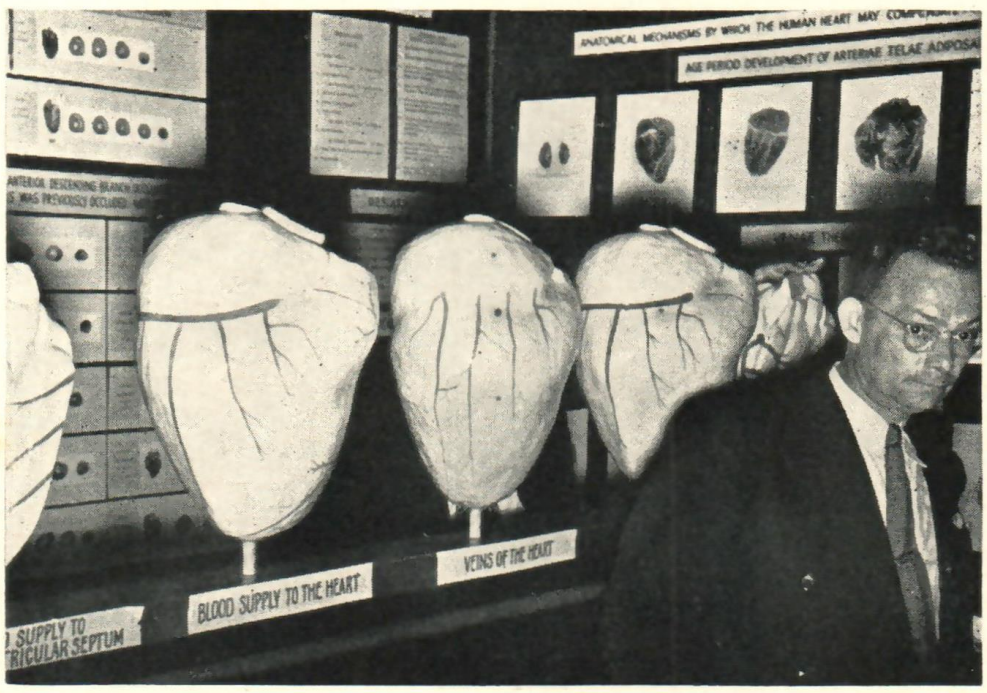
LIFE ON THE AMERICAN NEWSFRONT: 8,000 DOCTORS CONVENE AT ATLANTIC CITY

FOR FIVE DAYS CROWDS SWARMED AROUND THESE 400 TECHNICAL AND SCIENTIFIC DISPLAYS IN CONVENTION HALL

Greatest conclave of U. S. doctors is the annual meeting of the American Medical Association, which was held June 7 to 11 at Atlantic City, N. J. Like most conventioners, the 8,000 doctors present came with their wives to see and to be seen. They spent $1,000,000 on bed, board and a good time. For the ladies there was a fashion show on the beach (*left*). Night clubs did a rousing good business. Meanwhile, the 200 members who compose the Board of Trustees and the House of Delegates and who really run the A. M. A. held closed sessions at which they formulated policies to carry the medical profession through the year. Acceptance of birth control, after many years struggle, was the most positive action taken at Atlantic City. The official A. M. A. stamp of approval will provide a major impetus for the spread of contraception education to families in lower income brackets. Catholic physicians, theologically opposed to birth control, compared the move to human massacre, talked of forming a "legion of decency" to combat it. The problem of making a living and caring for those unable to pay for adequate treatment has long been a headache to the average doctor. Previous conventions discussed government subsidies and socialized medicine but avoided decisions. This year the A. M. A. agreed to co-operate with the Government on matters of public health, but formulated no specific policy as to how such a joint endeavor should be carried out.



Surgical instruments galore were displayed by manufacturers who were given the best stands in the giant exhibit hall at Atlantic City. So-called technical displays included corsets, office machinery, various popular refreshments and innumerable health foods.



Scientific displays, such as these large plaster models of the heart, were relegated to dark cubbyholes at the far end of the hall. A gold medal went to Dr. M. S. Henderson, of the Mayo Clinic, Rochester, Minn. for his excellent presentation of fracture fixation.

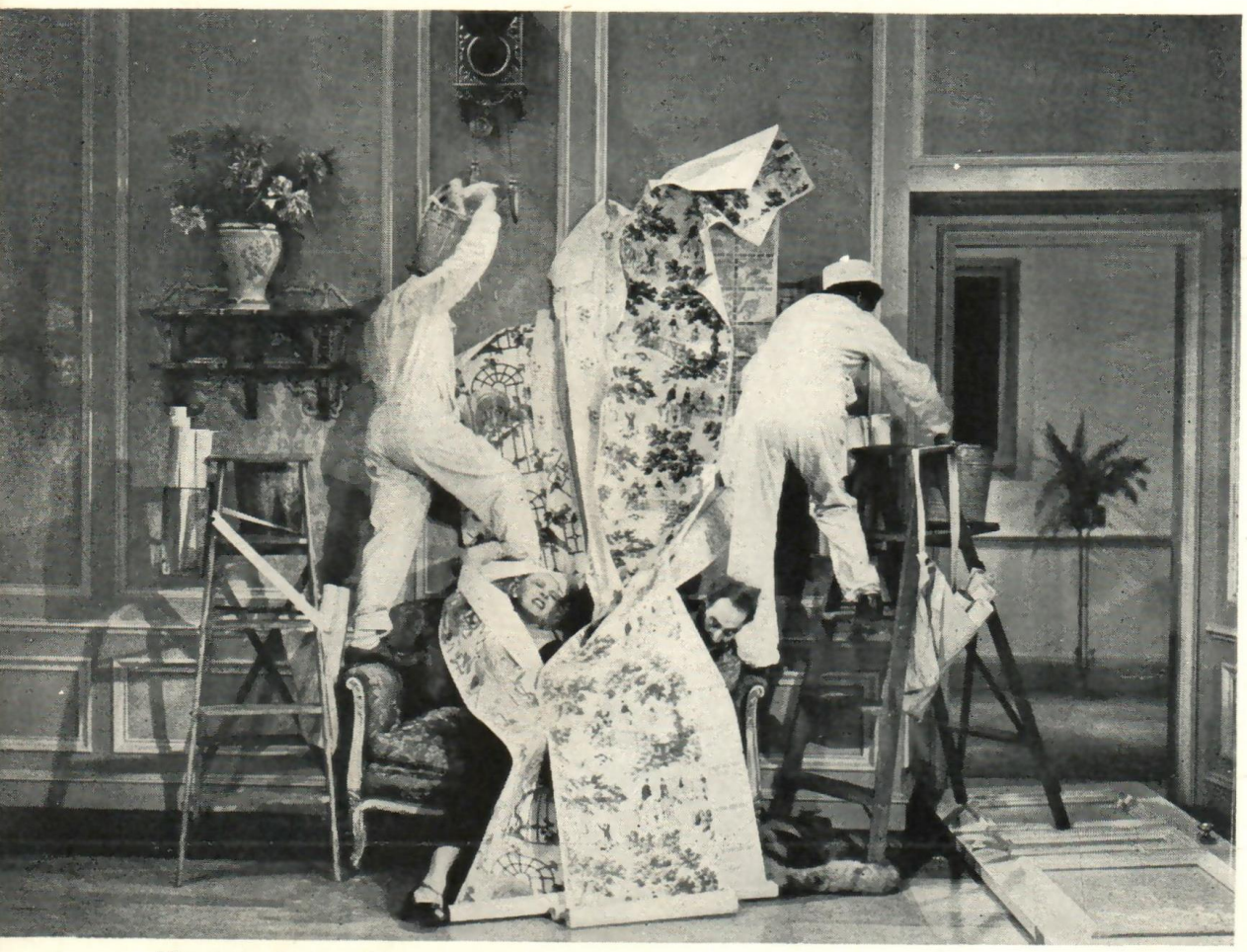
Socialized medicine was the first major issue to come before the House of Delegates, supreme court of the A.M.A. Hectic commotion and violent waving of fists resulted from this proposal introduced by Dr. Samuel J. Kopetzky (*above*), speaking for the New York State Medical Society. After much maneuvering, the issue was reduced to a "wait-for-the-next-move-on-the-part-of-the-Government" resolution.

As A. M. A. president, John Howell Janeway Upham, 65, dignified dean of Ohio State's College of Medicine, succeeded Dr. Charles Gordon Hayd, 51, Manhattan surgeon. His presidential address concerned unrest in medical circles, advocated evolution instead of revolution. For forty years he has been an educator and more recently an able organizer in the field of medicine and an official of the A. M. A.

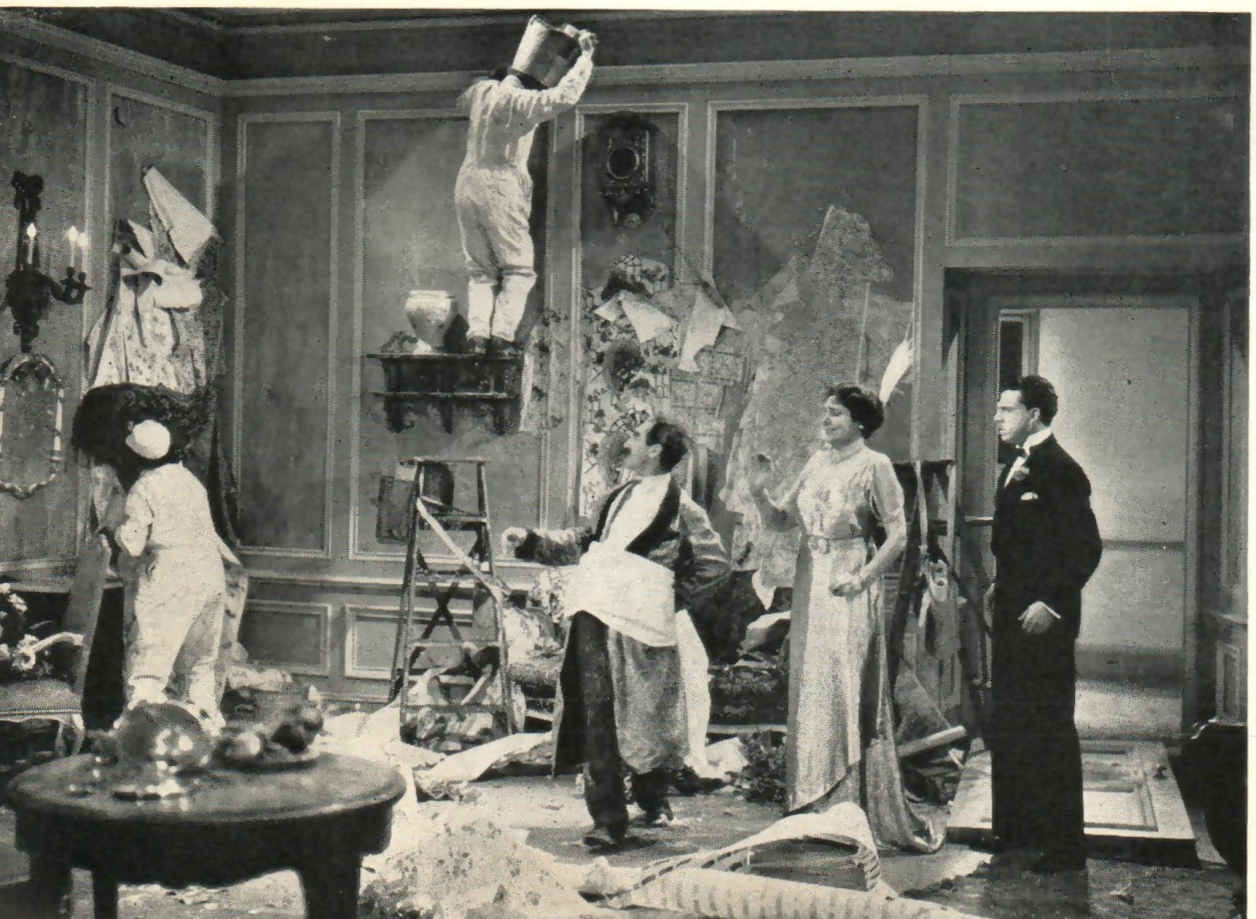
Science editors query Dr. Morris Fishbein (*centre*), editor of the *A. M. A. Journal*, on the significance of the House of Delegates' cautious statement on socialized medicine.

Here you see four of the five journalists who received the 1936 Pulitzer Prize. Left to right: Howard W. Blakeslee of the Associated Press, William L. Laurence of the N. Y. *Times* (*seated*), John J. O'Neill of the N. Y. *Herald Tribune* and Gobind Behari Lal of the N. Y. *American*. Absent prizeman: David Dietz of the Scripps-Howard chain.

Groucho's rendezvous with a beautiful blonde (Esther Muir) is broken up, before she has a chance to frame him, by Harpo and Chico, who start hanging wallpaper over their heads. "This is the worst insult I've ever had in my life," announces the blonde. "Well, it's only 8 o'clock,"replies Groucho.



The paper hangers, Harpo and Chico, have Groucho and the blonde well covered (*above*) when the rich Mrs. Upjohn (Margaret Dumont), Groucho's client, patron and jealous admirer, bursts in. Groucho quickly hides the blonde under the wallpaper and the sofa seat, thus saving his job and the sanitarium.



MOVIE OF THE WEEK:

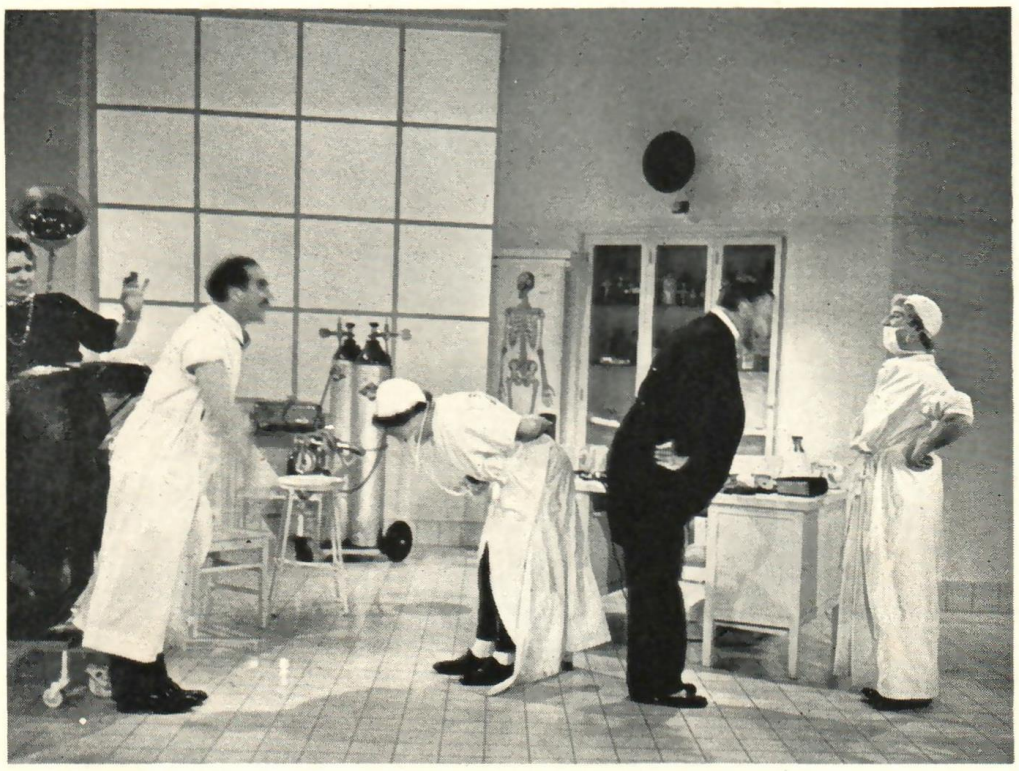
A Day at the Races

The Marx Brothers—Groucho, Harpo and Chico—have made another movie and M-G-M has called it *A Day at the Races*. It has very little to do with the races.

Groucho is "Dr. Hugo Z. Hackenbush," a horse doctor from Florida who is made head of a sanitarium. The sanitarium belongs to a lovely girl who is threatened with bankruptcy unless the richest patient, "Mrs. Upjohn," will make up the deficit. Mrs. Upjohn agrees to save the sanitarium but only if her "dear Dr. Hackenbush" is put in charge. Groucho's true professional status is suspected by Harpo, a jockey, and Chico, a tipster from a nearby race track, both of whom are friends of the sanitarium's owner, and also by some bankers who are scheming to get control of the sanitarium. In one hilarious scene speechless Harpo conveys to Chico by whistling and pantomime the news that the schemers have enlisted a blonde siren to frame Groucho. In another hilarious sequence, shown on these pages, they break up Groucho's rendezvous with the blonde. What finally saves the sanitarium, however, is Harpo's horse, which wins the steeplechase.

A Day at the Races is at least as funny as any picture the Marx Brothers have made since *Animal Crackers* (1930). Marxian humor depends partly on spoken lines which are tested and reworked on many audiences. It depends partly on make-up (Groucho always tests his gags straight because: "I can always get a laugh with my eyebrows"). But some of the humor is pure slapstick. The Brothers are shrewdly aware that to a large part of the movie public there still is nothing so excruciatingly funny as a pail of paste, well splattered on a beautiful blonde.

CHICO MARX COMPLETES A PASTE JOB ON THE BEAUTIFUL BLONDE IN THE BLACK DRESS (ESTHER MUIR)



1 Groucho (Dr. Hackenbush) begins his examination of the rich Mrs. Upjohn by introducing his two colleagues, Harpo and Chico, to the distinguished Dr. Steinberg (*with beard*).

2 Three pretty nurses come into the examination room to tie sterilized gowns around all the doctors' necks. Doctors Groucho and Chico decide they will take the nurses with the gowns.

A DAY AT THE RACES *(continued)*

A typical Marx Brothers scene takes about eight minutes, includes all three Brothers and depends more on pantomime than on lines. One of the funniest in *A Day at the Races* takes place in the examination room of the sanitarium. The scheming enemies of its owner have brought in a distinguished "Dr. Steinberg" to prove that Groucho (Dr. Hackenbush) is a faker. Dr. Steinberg examines the wealthy Mrs. Upjohn and pronounces her in perfect health. Groucho insists that she has "double blood pressure," an ailment which he treats with horse pills an inch and a half in diameter. Harpo and Chico arrive as assistant physicians in garagemen's jumpers and Mrs. Upjohn is placed in an examination chair which looks more like an operating table. Mrs. Upjohn and Dr. Steinberg then become stooges for the antics which you see in the numbered pictures on these pages.

Dr. Hugo Z. Hackenbush (Groucho) cuts a Marxian caper after an examination of Harpo's head, at the end of which he left his stethoscope sticking to the patient (*see picture at left*).

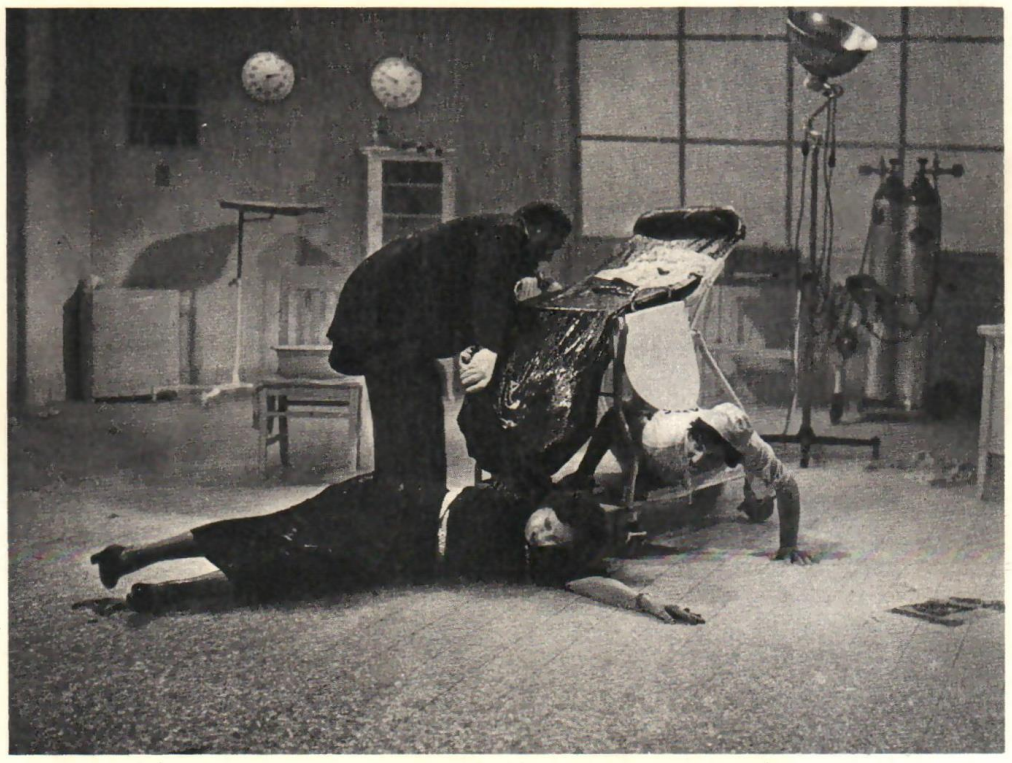
3 After an elaborate washing of hands all around, the boys dry them on each others' gowns and the coattails of the outraged Dr. Steinberg, who tritely roars: "This is insane."

4 "Boys, we gotta sterilize some more," decides Groucho, whereupon Harpo obliges with a sun lamp. Mrs. Upjohn (*in the examination chair*) and Dr. Steinberg act the perfect stooges.

5 At last Dr. Hackenbush and his colleagues stop their stalling and get to work on the patient. Chico gives her a shave, Groucho shines her shoes and Harpo manicures her nails.

6 Now they tip Mrs. Upjohn feet up in the chair while the manager of the sanitarium, a friend of the scheming bankers, tries vainly to release her. Harpo completes his barbering.

7 Groucho hangs a sign on the patient's feet, starts his examination for "double blood pressure" ("high blood pressure on the left side and low blood pressure on the right side").



8 At this point Harpo saves the situation by turning on the sprinkler system. Harpo and Groucho have fled the room, leaving Mrs. Upjohn, Dr. Steinberg and Chico in the downpour.

JUDGE THOMAS F. MORAN OF THE FIRST DISTRICT COURT OF RENO, HERE SHOWN IN SESSION, HAS BEEN LISTENING TO DIVORCE CASES SINCE 1909

THE MECHANICS OF A RENO DIVORCE ARE SIMPLE AND SWIFT

Last year 3,001 mismated men and women took advantage of them

One out of every six U. S. marriages ends in divorce. Mecca of the disillusioned June bride is Reno, Nev. which gets the richest slice of the nation's divorce business. Before she goes there—three-fifths of Reno's divorce visitors are women—the divorce seeker's home lawyer paves the way by writing the details of the case to a Reno associate. If she is rich and a client of one of the great law firms in New York or Washington or Chicago her Reno lawyer may well be one of the gentlemen on the opposite page. He will tell her that she must establish six weeks residence in Nevada and will advise her to employ a witness who can later swear she has not been outside it during that period. Time up, she appears in the Washoe County Courthouse with her lawyer and residence witness (*see right*). Following the brief testimony by her and her lawyer—"extreme cruelty . . . mental anguish"—she is, in 90% of Reno cases, a free woman. Very likely she will come up before Judge Thomas F. Moran (*above*) who granted over half of Reno's 3,001 divorces last year in sessions averaging under ten minutes.

Reno courthouse vaults house twice as many marriage records as divorce decrees. Many divorcées remarry on the spot.

Three principal characters in a Reno divorce: lawyer, principal with her decree and (*right*) her residence witness.

DIVORCE JUDGE & THREE RENO LAWYERS

Judge Thomas F. Moran is a kindly but strict-visaged man who has presided over the First District Court of Reno for 28 years. Nicknamed "Barney" for no good reason, he averages 1,500 divorces a year, has sundered such couples as Jack Dempsey and Estelle Taylor, Barbara Hutton and Alexis Mdivani. Irish-born, he likes his plaintiffs to get married again.

Samuel Platt is a crack Reno lawyer whose successful clients include Anna Roosevelt Dall Boettiger, her brother Elliott, Cornelius Vanderbilt Jr. (twice). U. S. Attorney for Nevada under Presidents Theodore Roosevelt and Taft, Lawyer Platt heads the Nevada Community Concerts Association which brings to Reno such famed artists as Jascha Heifetz.

Harry Hunt Atkinson is another topnotch Reno lawyer whom wealthy divorce seekers are glad to pay more than the average Reno lawyer's fee of $150. (Some young men in law offices, however, will do the job for as little as $50.) Like Lawyer Platt (*above, right*), Mr. Atkinson is a former U. S. Attorney for Nevada, having been appointed by President Coolidge.

William Woodburn, serious, shrewd and baldish, with George Thatcher runs the No. 1 Reno law firm of Woodburn & Thatcher. Partner Thatcher handled Barbara Hutton's divorce for her but Partner Woodburn's chief client is no divorcée but George Wingfield, Reno's most powerful citizen (*see page 38*). The latter's office adjoins that of Thatcher & Woodburn.

RENO DIVORCE SEEKERS MUST WAIT SIX WEEKS FOR IT

(continued)

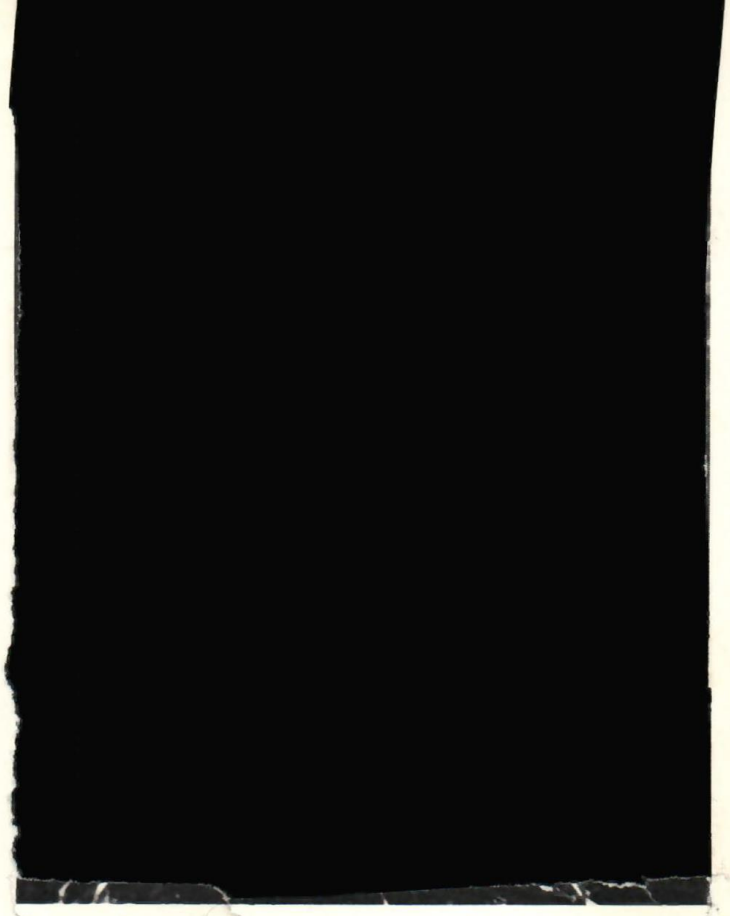
They spend an average of $250 a week

To get a Reno divorce you must become a citizen of Nevada. To become a Nevada citizen you must establish a local residence and maintain it uninterruptedly for six weeks. Divorce seekers of limited means live in modest boardinghouses but visitors of wealth are likely to choose either a ranch or the swank Riverside Hotel (*right*) whose manager, Charlie Sadlier, will for a fee act as their residence witness. The hotel overlooks the Truckee River which, running from Lake Tahoe in the south to Pyramid Lake in the north, divides Reno latitudinally. A popular Reno myth has it that upon receiving her decree a divorcée rushes out, embraces and kisses the Washoe County Courthouse pillar, dashes on 200 feet to the Truckee River, throws in her wedding ring. As every Reno citizen knows, she does no such thing. To depict the legend as a preliminary to blasting it, LIFE's photographer had to stage the scene shown on the front cover.

Her headquarters established, the Reno divorce seeker may kill time by riding or gambling or dining and dancing. Or she may drive ten miles out of town to Hot Springs. There nature fills a sizable open-air pool with water at a temperature of over 80°. Most Reno divorce visitors are in a distraught, almost neurotic condition and hence find it relaxing to bask in the sun on Hot Springs' "beach" of white imported sand (*below*). Many regard their stay as a "cure"—which actually is the local name for the waiting period. The average cure, with lawyer's fees, rent, and recreation, costs $1,500.

From the roof of Hotel Riverside, where many divorce seekers stay while in Reno, you see the Truckee River, City Hall tower, and the old post office (*left*). Directly below runs Reno's main thoroughfare, Virginia Street, which divides the town longitudinally. A stone's throw from the hotel is the Washoe County Courthouse.

RENO DIVORCE SEEKERS: CLASS OF '37



A recent Reno rancher was Mrs. Lucille T. Davies of Santa Cruz, California, who resided at Sage Dude Ranch 34 miles out of town. She got her decree May 11, on grounds of cruelty.

Working their way through to divorces are Nina Valencia (*left*) and June Right, who share an apartment and are entertainers at Reno's Dog House night club which usually stays open till 5 a.m.

This Reno bather calls herself Ruth Andrews, but many divorce seekers keep their identity a dark secret until the very day of filing.

A successful divorce seeker was Mrs. Hazel Palmer of Westhampton Beach, New York, who on Feb. 19 last was legally parted from her husband, Otis A. Palmer, after 20 years of holy matrimony.

A famed visitor to Reno was Mrs. Hilda Keenan Wynn who on May 13 won a divorce and $300 weekly alimony from her comedian husband, Ed Wynn. Rumor is latter will marry a former *Follies* girl.

Socialite Aviator Reginald Langhorne Brooks went out to Reno and on June 1 was divorced from Aline Hofheimer on grounds of cruelty.

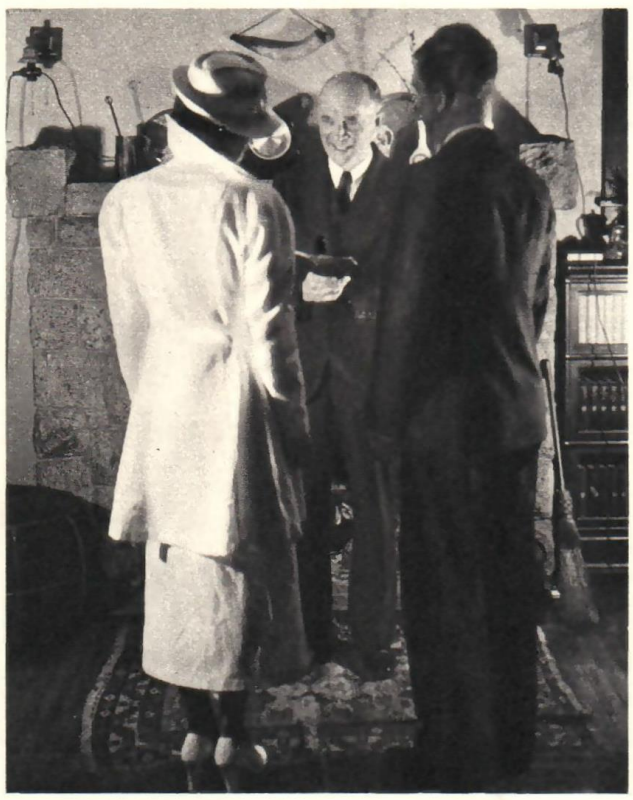
Night-club life in Reno may mean a white tie. At right above are Gilbert Mosby (patent mediciner) and Billie Huber of Hollywood, who got a divorce in order to marry him.

At Ted Baker's Riding Academy many divorce seekers forget their troubles. These 1937 candidates, hailing chiefly from New York or Washington, D. C., formed a congenial group.

RENO: 21,000 INHABITANTS, 14 CHURCHES, ONE BANK

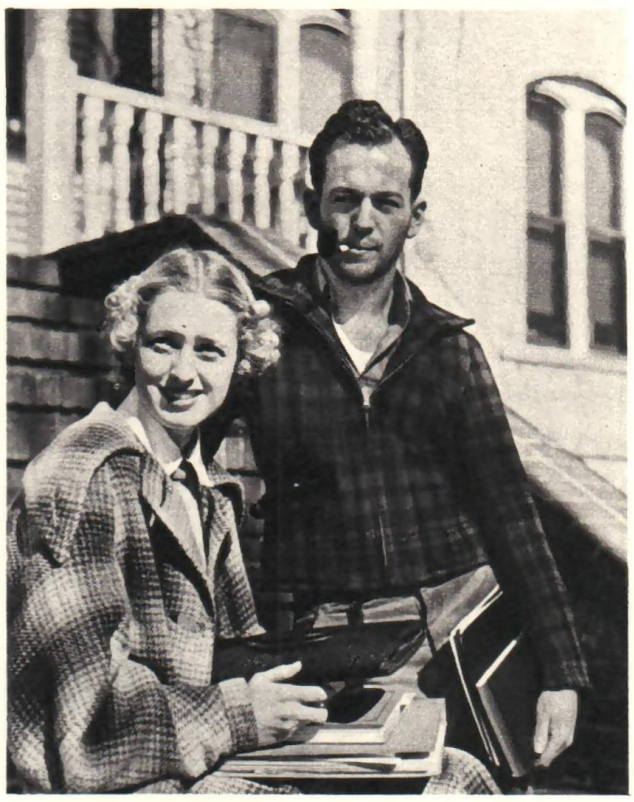
No. 1 Reno citizen is George Wingfield, shown symbolically casting his shadow over the State of Nevada. So important that during the Depression he owned not one but 12 banks which failed, Mr. Wingfield is proud of his State's balanced budget, freedom from income tax.

Nine thousand churchgoers in pious God-fearing Reno divide up among the city's 14 churches which include 13 different denominations. Above you see a group of sorority girls from the University of Nevada worshiping at the First Baptist Church whose membership ranks third.



Popular pastor of Reno's First Baptist Church is two-fisted Brewster Adams who has married over 2,500 Reno couples. Here he is tying the knot for a California couple.

Biggest Reno church is the Roman Catholic Cathedral of St. Thomas Aquinas. Its bishop and five priests and 2,000 communicants do not recognize the city's No. 1 industry.



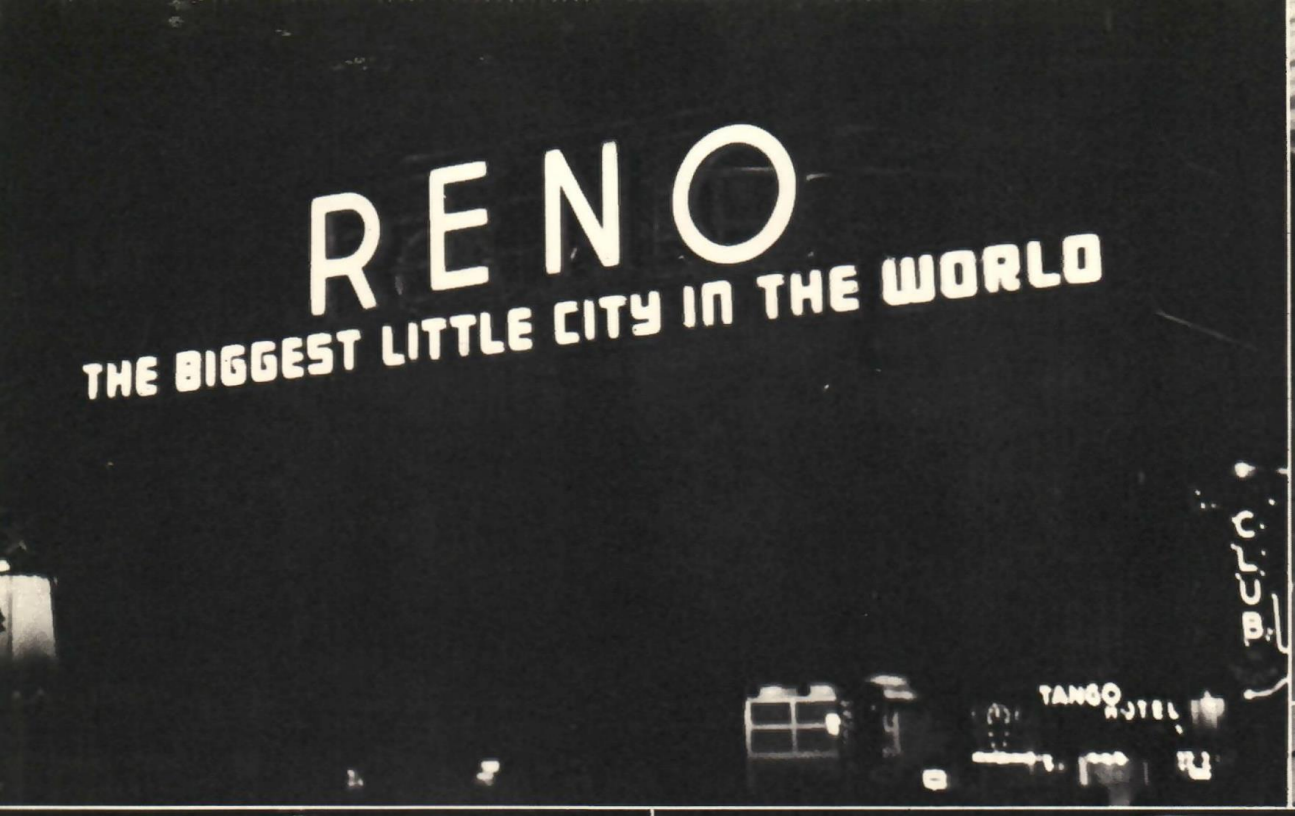
The University of Nevada's 1,100 students, two of whom are shown above, give Reno a pleasant college-town atmosphere. Nevada's School of Mines is one of the country's best.

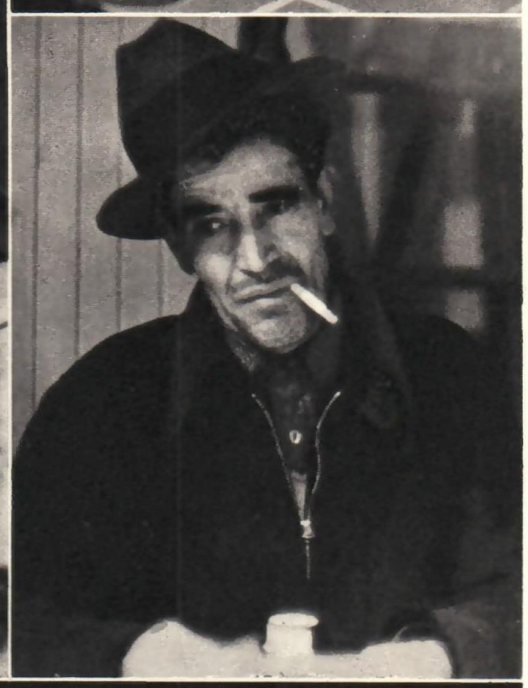
Editor and publisher of the State's second biggest newspaper, *Nevada State Journal* (Democratic), is capable, hard-working Fred McKechnie of Reno, shown in shirt sleeves.

Reno's only board room is run by Fred Paul Strassburg, keeps local citizens in touch with the world of affairs, helps Eastern visitors feel at home. Broker Strassburg was raised in Reno, went away for 21 years, returned for a divorce, then stayed on and remarried. He opened his office in 1927, has an E. A. Pierce wire direct to New York.

RENO HAS 350 INDIANS

Of Nevada's 7,000 Indians some 350 live in Reno. This papoose might have come straight out of James Fenimore Cooper but its mother's store clothes spell 1937 and the white man's civilization. A far cry from the divorce colony, Reno's Indian village consists chiefly of shacks, has its own school. Most Indian squaws are domestic servants.





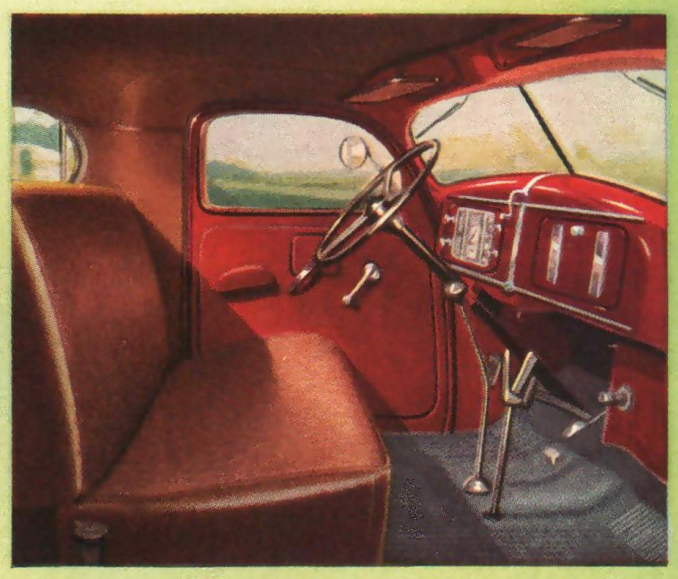
CITY OF SINFUL FUN:

Reno divorce seekers on pleasure bent can find plenty to do. They may gamble, drink, dine, dance, and watch entertainment ranging from strip-tease acts to female impersonations at a number of nightspots. Swankiest of these are the Tavern and the Town House. At the opposite pole are places like the Dog House. Unescorted ladies are no rare sight at bars where cowboy pick-ups may supply relaxation after a day's hard riding. Reno has a small but wide-open red-light district (*bottom of page*).

International Six-Wheeler with dump body of Boulder-Dam type. Armor-plate shield protects cab and driver.

INTERNATIONAL

The ALL-STEEL CAB—one of the many advanced features in the new International line. Illustration at the right shows the interior of the roomy, well-appointed de luxe cab. Driver comfort, clear vision, and safety are assured in every International model, Half-Ton up.



THE *New* INTERNATIONALS

Heavy-duty champion of the truck world at the top of his form—another of the new Internationals, a powerful six-wheeler shown with armored dump body.

International Harvester presents to users of trucks the latest and finest products of its automotive plants—trucks at the peak of today's efficiency with a styling of exterior that is yours to judge. *All the new Internationals are as NEW in engine and chassis, in structural refinement, in every vital detail, as they are NEW in streamlined distinction for the highway. All are ALL-TRUCK, and all are as modern as today's fine cars.*

The International line offers a trim, streamlined unit for the Half-Ton field and a wide range of sizes for every type of load and hauling requirement. Here at the far end of the *complete line* is a truck for big tonnage, brute performance, and economy on an impressive scale—a finer product for the heavy-duty field to which International sells *twice as many trucks as any other manufacturer.*

See the new Internationals. Whatever your own exact hauling needs, there is the right model and size awaiting your pleasure in the new array of trucks now on display at all International branch and dealer showrooms.

INTERNATIONAL HARVESTER COMPANY
606 S. Michigan Ave. (INCORPORATED) Chicago, Illinois

Read what this driver writes:

International Harvester Company,
Chicago, Ill.

As one of the drivers in the Payne fleet at Grand Coulee Dam, I was very much interested in your recent ad on the subject.

I am majoring in mechanical engineering at the University of Washington. I earn my expenses driving and repairing heavy trucks during vacations and other times. I have worked for practically all of the major trucking contractors in this part of the country, driving all the more popular brands of heavy dump trucks.

I am a most enthusiastic booster for the International six-wheelers. I drove the one belonging to Goodfellow Bros., Wenatchee, Wash., during its term of operation at Coulee Dam. Operating side by side with other dual-drives, the International was invariably picked for the toughest assignments. It became known without question as the toughest, most dependable, yet cheapest truck to operate per yard-mile of any truck on the project.

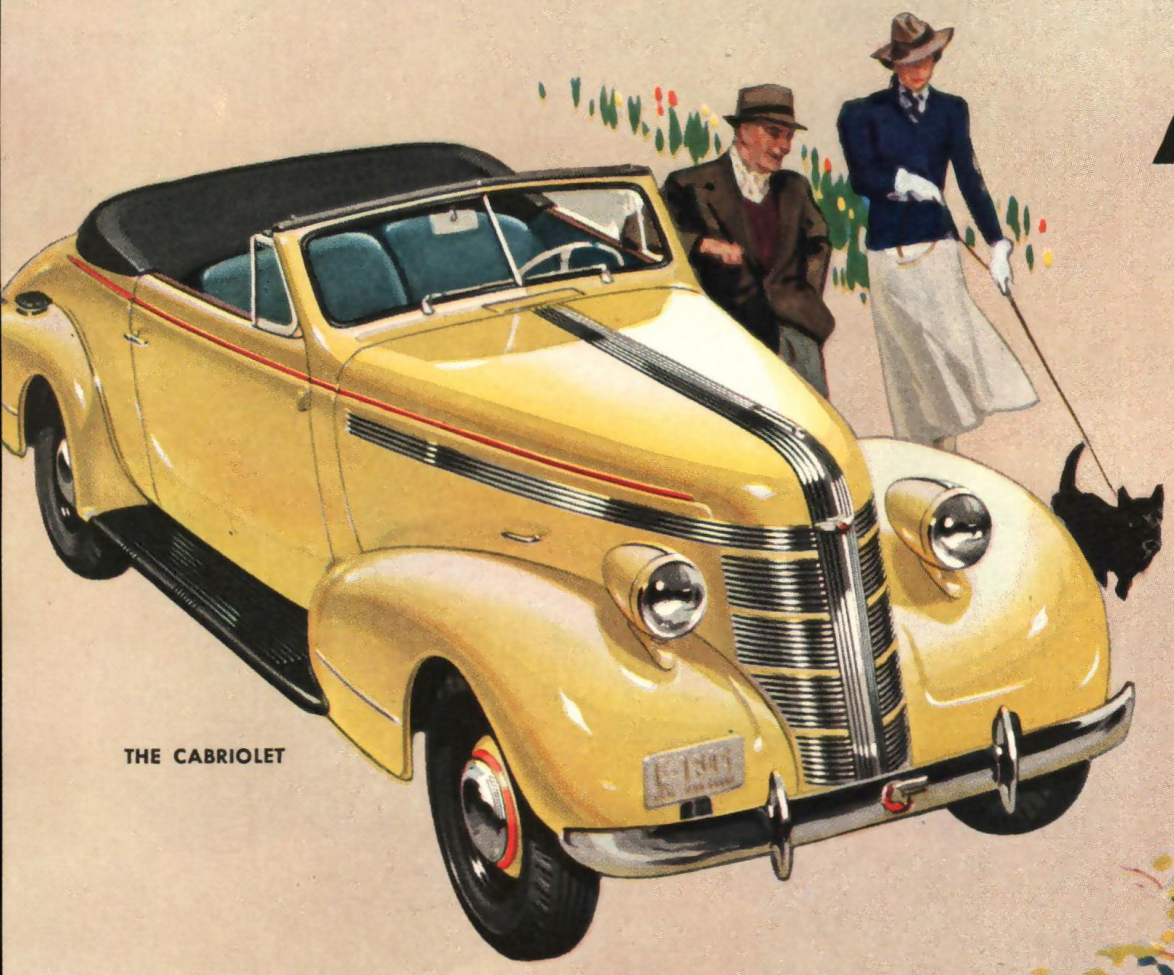
Yours respectfully,

Seattle, Wash.
February 13, 1937

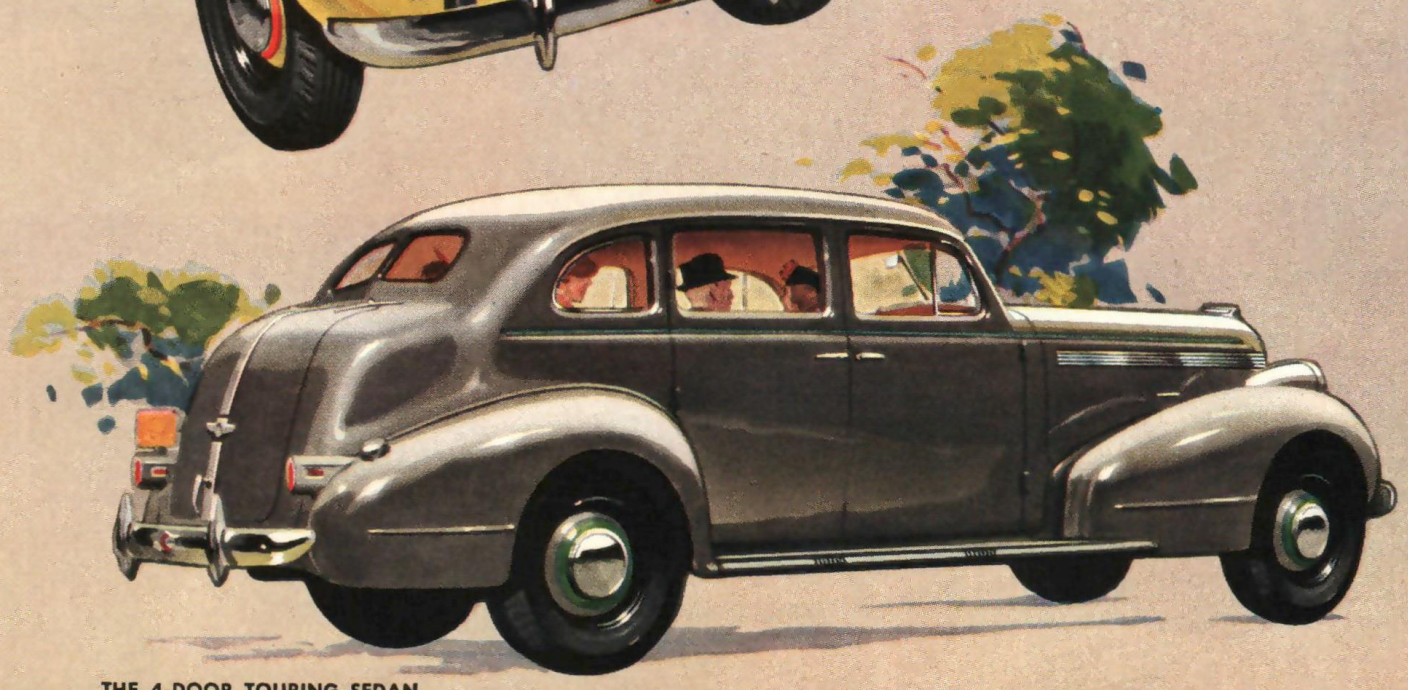
Harold T. Smith
4014 Brooklyn St.

INTERNATIONAL TRUCKS

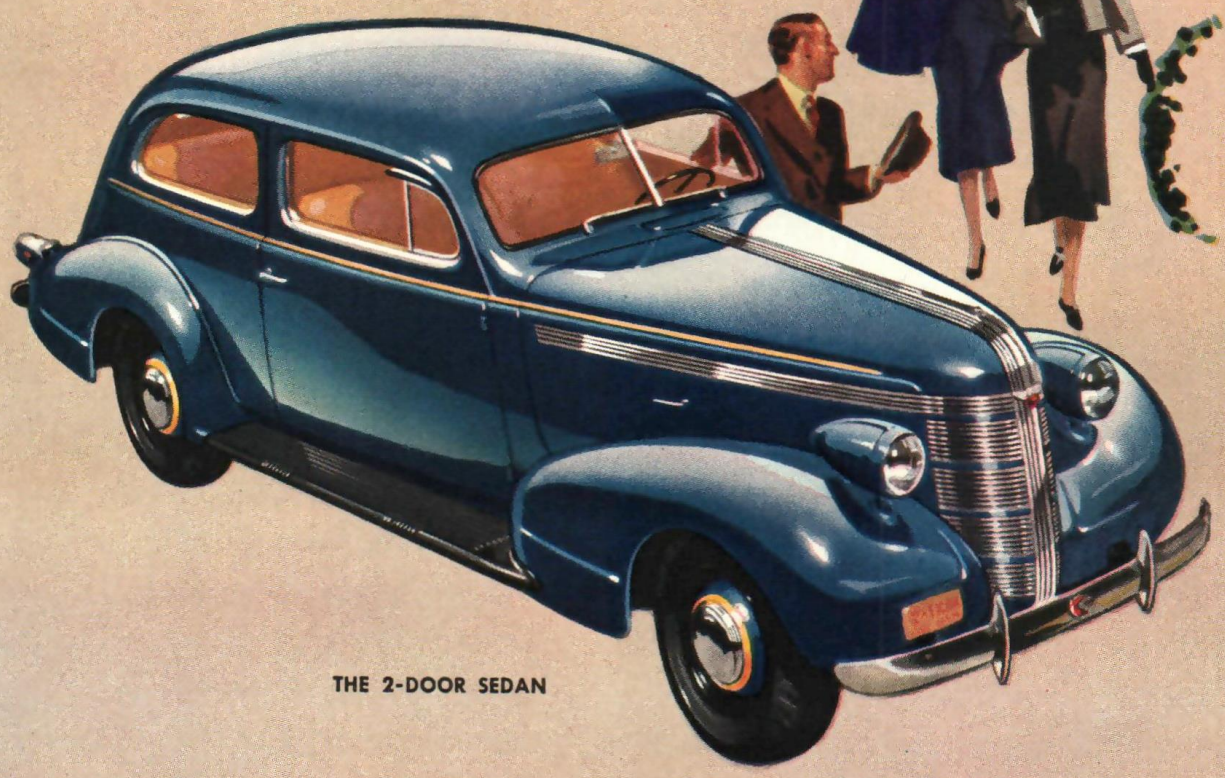
You'll be proud and amazed by of America's Finest



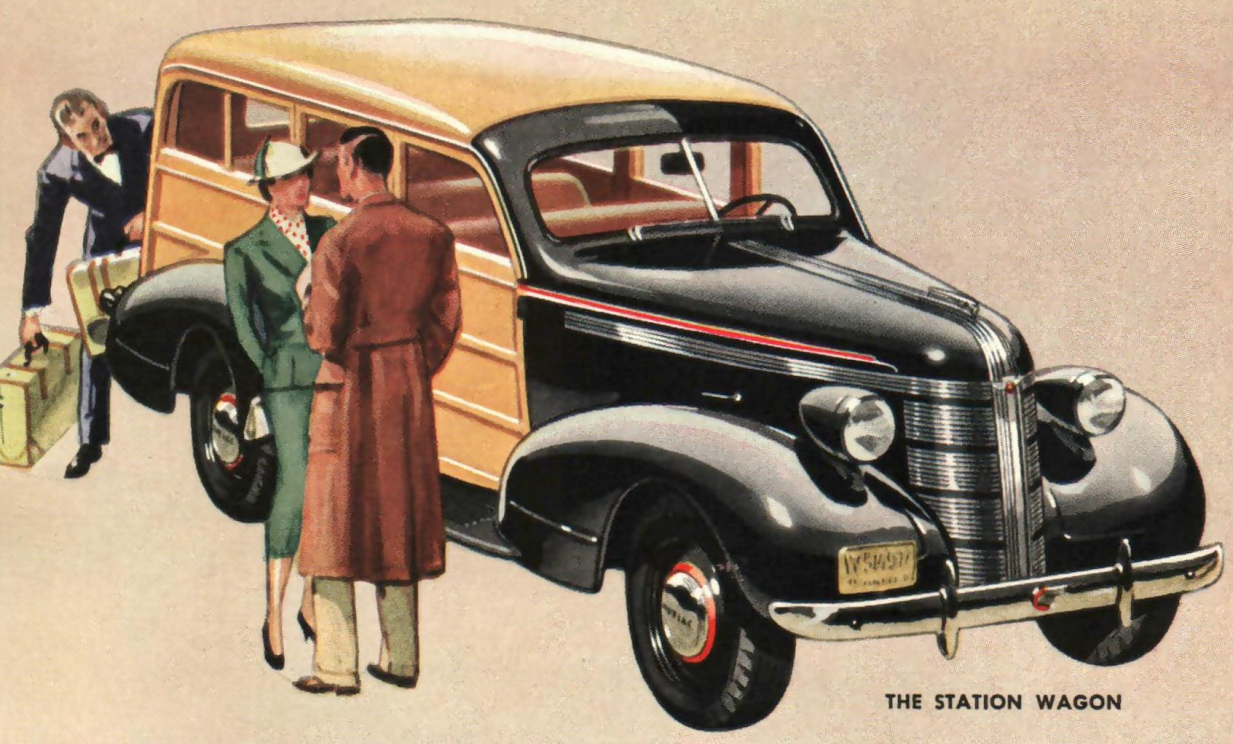
THE CABRIOLET



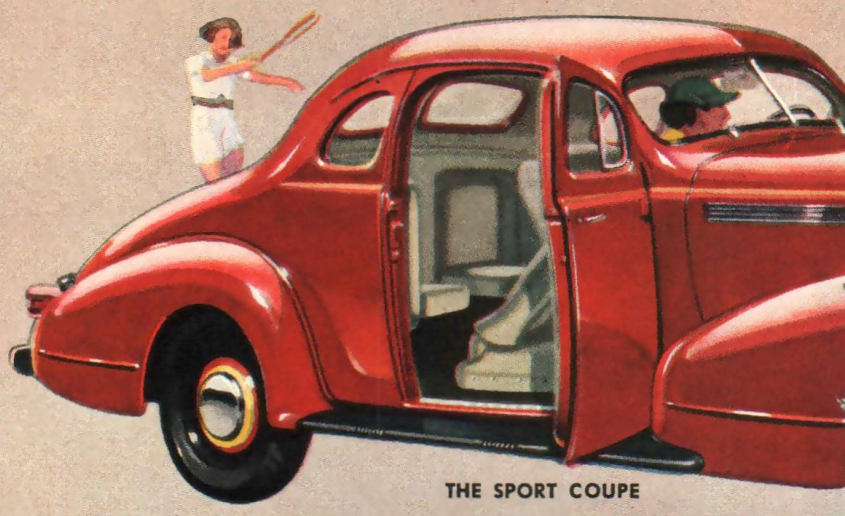
THE 4-DOOR TOURING SEDAN



THE 2-DOOR SEDAN



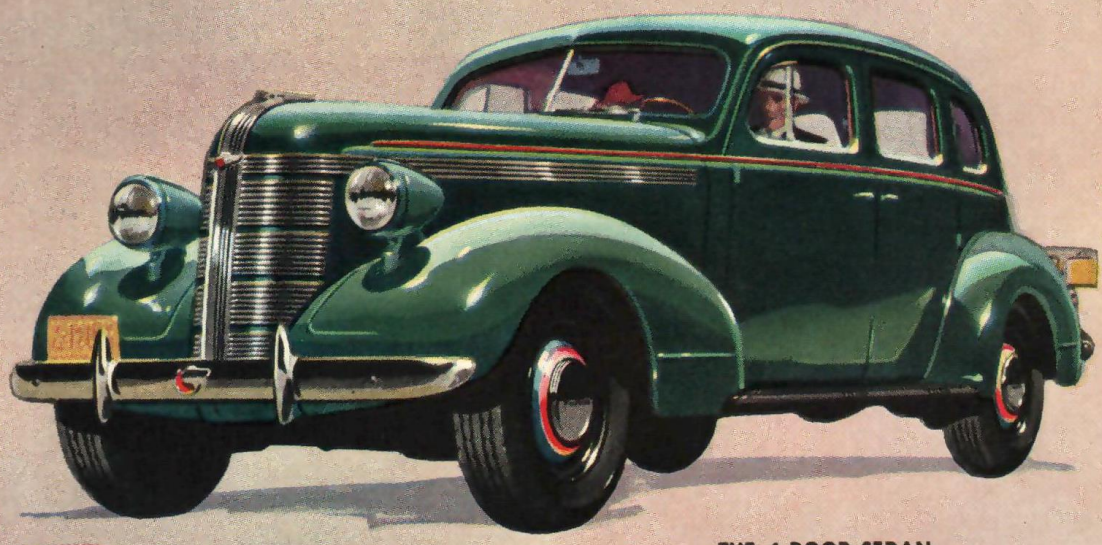
THE STATION WAGON



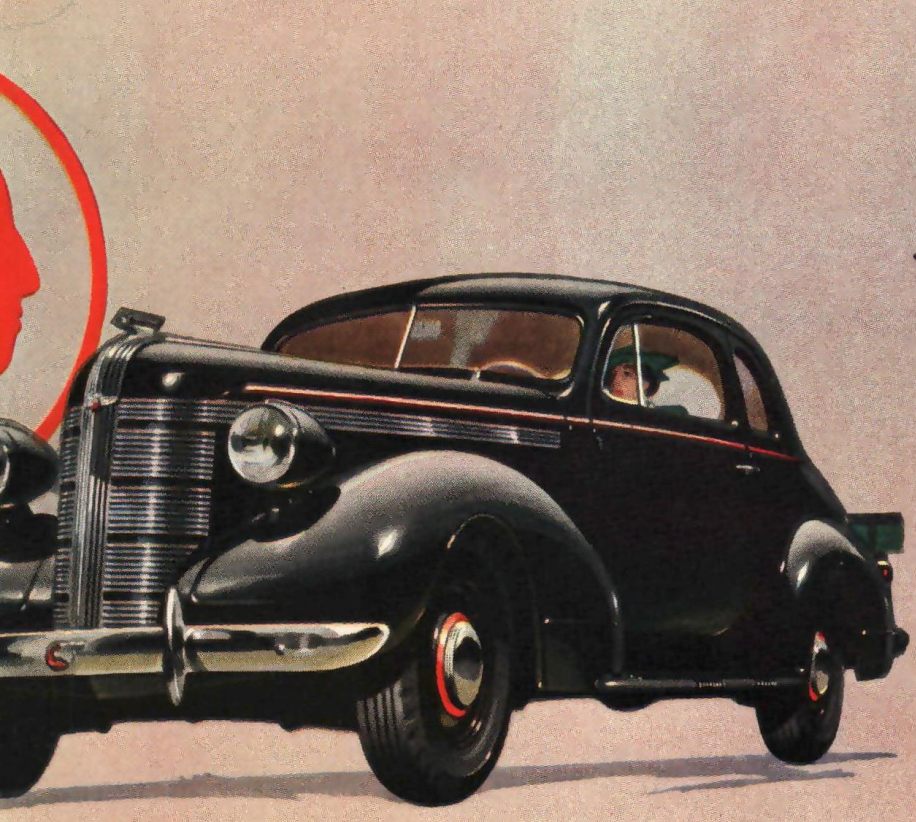
THE SPORT COUPE

THE MOST BEAUTIFUL THING ON WHEELS

OF THE BEAUTY
THE THRIFT
Low priced Car!



THE 4-DOOR SEDAN



THE COUPE

THE 4-DOOR CONVERTIBLE SEDAN

A GENERAL MOTORS VALUE

EASY GENERAL MOTORS TERMS

1937 SILVER STREAK

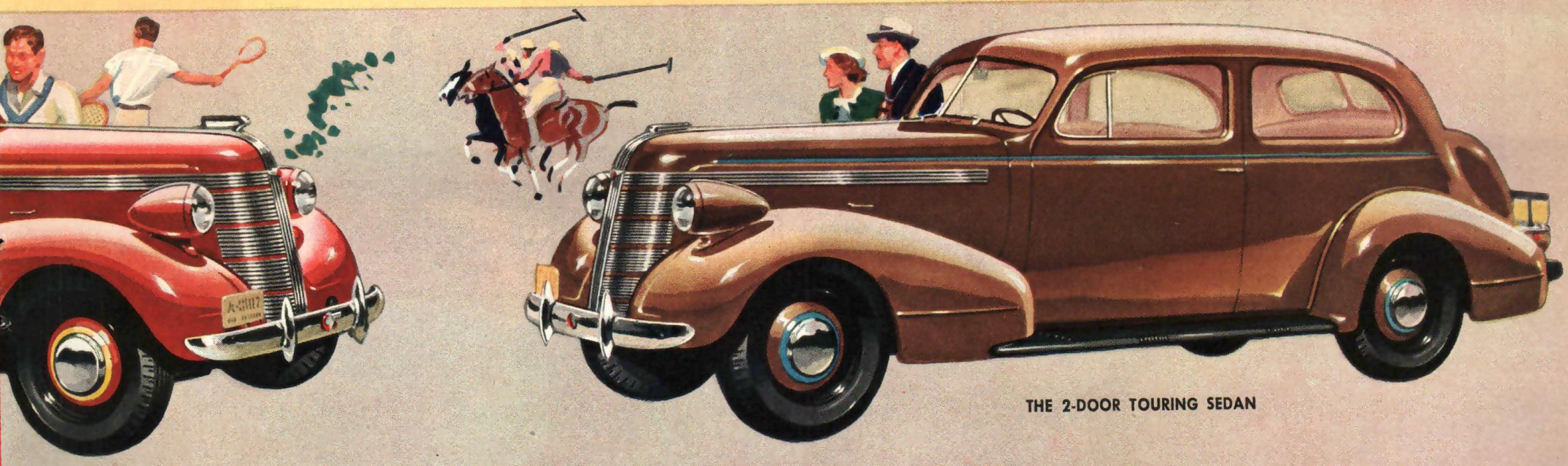
PONTIAC

BUY IT FOR ONLY 15¢ A DAY* MORE THAN THE NEXT LOWER-PRICED CARS

**Based on 18 months terms in 168 representative cities, the average difference in monthly payments between a Pontiac DeLuxe six 2-door sedan and the same model of the next lower-priced cars is only 15 cents a day!*

HERE, spread before your eyes, are the many body styles of the car America calls the most beautiful thing on wheels. Every one is far larger than you would expect a low-priced car to be. All have Knee-Action riding ease . . . the priceless safety of triple-sealed hydraulic brakes and centerpoint steering . . . the stamina that has made Pontiac famous for dependability. All closed models have Unisteel Bodies by Fisher. And you can count on any of these big Silver-Streaked beauties to give you maximum economy. So take your choice. You'll be thrilled by the beauty and amazed by the thrift of any model you select!

PONTIAC MOTOR DIVISION, PONTIAC, MICHIGAN
General Motors Sales Corporation



THE 2-DOOR TOURING SEDAN

THE MOST BEAUTIFUL THING ON WHEELS

See what a keen flavor a DRY whiskey gives your cocktails!

A BLEND OF STRAIGHT WHISKIES – 92 PROOF

Frankfort Distilleries, Incorporated, Louisville & Baltimore, makers of Four Roses (90 proof). Old Oscar Pepper brand (90 proof), Mattingly & Moore (90 proof)—all blends of straight whiskies. *Also Paul Jones Four Star Gin (90 proof), distilled from 100% grain neutral spirits.*

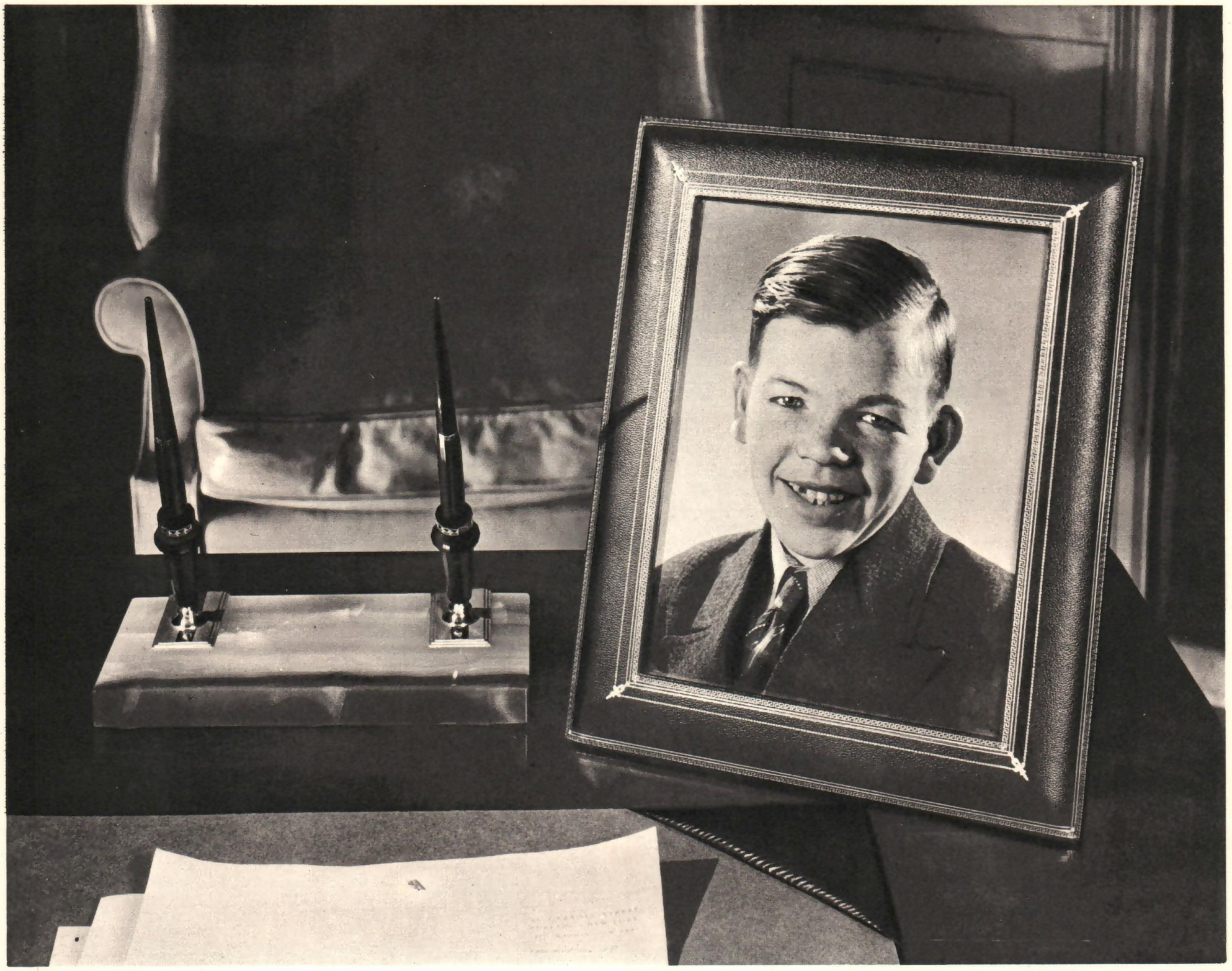
IT'S easy to understand why Paul Jones is the favorite whiskey of men who like their cocktails keen-flavored and *dry*.

For Paul Jones is a truly *dry* whiskey—full-toned and robust, yet without even a hint of sweetness in its make-up. And it's this brisk quality of *dryness* in Paul Jones—as in champagne and sherry—that has always appealed to *knowing* drinkers.

In mixed drinks, or straight, you'll find that Paul Jones' *dryness* is one of the reasons why it has gained renown as "A Gentleman's Whiskey" since 1865.

Paul Jones

A GENTLEMAN'S WHISKEY SINCE 1865



All children are beautiful

(to their parents)

The author of an advertisement is almost certain to think it's good. He's the father, the advertisement his child. And if he's a person of some authority in his agency, he's likely to find plenty of people who'll agree with him.

Here at Young & Rubicam every advertisement is sieved through many minds. And that includes the work of those in highest authority. Their ideas, too, are, honestly criticized by others who have "No" as well as "Yes" in their vocabularies.

Nor do we stop there. Whenever possible, new campaigns are tried out in a small way before they are launched in a big way. And all campaigns, old and new, are regularly checked by our own Copy Research Department (under Dr. George H. Gallup), to make certain they are as appealing to the public as they are to their "parents".

Young & Rubicam, Inc.

ADVERTISING

NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • MONTREAL • TORONTO

DO THIS every week
Rub plenty of 'Vaseline' Hair Tonic into the scalp before every shampoo. Just as exercise stimulates and tones the rest of the body these Tonic treatments speed up circulation that feeds the hair roots . . . loosen tight scalp muscles . . . help new hairs along. 'Vaseline' Hair Tonic relieves itching scalp . . . tends to prevent annoying dandruff.

DO THIS every day..
Brush a few drops of 'Vaseline' Hair Tonic on the hair before grooming . . . it keeps stubborn hair neat and in place . . . supplements the natural scalp oils . . . corrects dryness. Summer sun is especially hard on the hair . . . use 'Vaseline' Hair Tonic regularly and keep it healthy. Chesebrough Mfg. Co., Cons'd., 17 State St., New York.

Vaseline
REG U S PAT OFF
HAIR TONIC

Copr. 1937, Chesebrough Mfg. Co., Cons'd

FRENCH ARTIST SUES BRITISH GALLERY

Utrillo denies he drank himself to death

In its catalog last year, the Tate Gallery of London printed an obituary of Maurice Utrillo explaining that that great modern French painter had died of dipsomania. On June 7, Mr. Utrillo, very much alive, appeared in a London court to sue Tate for libel. His counsel opposed admission of evidence pertaining to Utrillo's drinking. When counsel agreed that libel lay not in saying that Utrillo was dead but that he had drunk himself to death, Court ruled the evidence relevant, went on with the trial.

Utrillo is shown at top with his pet Peke, just above with his mural of Manhattan. Utrillo never visited New York, painted these realistic scenes from photographs.

At Château St. Bernard (*right*, painted by his stepfather), Maurice Utrillo lived from 1924–34, curing himself of dipsomania. The illegitimate son of Suzanne Valadon, famed artists' model and now an eminent painter in her own right, Utrillo was a drunkard at 15, has spent much of his life (he is 53) besotted or in sanitariums. Cured, he lives ascetically near Lyons. His paintings, especially of lonely white streets, are ranked with the best modern work.

On Father's Day

We present

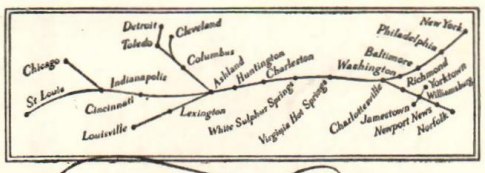
Chessie's Old Man

FATHER OF HER FAMOUS KITTENS

A lot of folks have been wondering about "papa" ever since Chessie had her kittens. Here he is... he's a traveling man and, of course, we found him on Chesapeake and Ohio! With his discriminating tastes, it's only natural that he would prefer The Railroad With a Heart! And, oh yes, we almost forgot... *his name is Peake!*

THE GEORGE WASHINGTON
THE SPORTSMAN • THE F. F. V.

America's Most Distinguished Fleet of Trains



George Washington's Railroad

CHESAPEAKE and OHIO *Lines*

Original Predecessor Company Founded by George Washington in 1785

Now see America

TO South America

Modern Grace Line "Santa" ships sail to South America from New York every week—from California every other week. Cruises include 32 day trips to Lima, Peru; 39 day tours far into the Andes to Cuzco and the interior of Peru; and 39 day cruises to Valparaiso and Santiago, Chile. Stop over privileges permit visits to the lovely Chilean Lake Region and Buenos Aires. En route Panama Canal, Havana and 12 to 17 other Caribbean and South American cities, depending on cruise selected. Connections at all ports with Pan American-Grace Airways (flying time Santiago to New York four days, from other points proportionately less).

BETWEEN NEW YORK AND California OR MEXICO CITY

Grace Line presents fortnightly cruises and rail-water trips between New York and California or Mexico City—the only cruises visiting en route Colombia, Panama, El Salvador, Guatemala and Mexico, with an additional stop at Havana eastbound. These splendid Grace "Santa" ships offer all outside rooms with private, fresh water baths; outdoor, tiled swimming pools; light, airy dining rooms high up on promenade decks; gymnasiums; Dorothy Gray Beauty Salons and pre-release talking motion pictures. One of these luxurious Grace "Santas" sails every two weeks from New York and from San Francisco and Los Angeles.

For illustrated literature, itineraries, fares and all-expense cruises, consult your travel agent or Grace Line, New York, Boston, Pittsburgh, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.

The beach deck and tiled swimming pool on the "Santa Lucia", sistership of the "Santa Rosa", "Santa Paula" and "Santa Elena".

GRACE LINE

by Grace Line

July in the Lake Region of Chile, where our seasons are reversed—A natural color photograph by Ivan Dmitri.

THERE'S *Vigorous Health* IN THEIR FRESHNESS !

Bowl Them Over with a gay, help-yourself salad—like this. Decorative as a spray of summer flowers, enticing as only fresh fruits can be—it's equally *the* feature of bridge luncheons and stag suppers—of formal buffet dinners and simple home spreads. The recipe is your own: a base of California Oranges—slices, pieces or sections—anything else from *Avocados* to *Loganberries*—and a plain dressing.

Again at 4, an encore to your breakfast glass of fresh orange juice drives away late-afternoon doldrums like a breeze. Directly fights fatigue. Gives you all four of the "protective" food essentials—vitamins C, A and B, and calcium. Maintains alkalinity. Lessens tooth and gum troubles. *A positive aid to vigorous health.*

First or Last, freshness can come to meals in a Fruit Cup! Served first (mint helps) it's a fruit cocktail. Served last (with whipped cream) it's summer's special dessert. To California Oranges, add your choice of fruits in market. Good are whole berries and grapes, peach or pear slices, balls cut from the several colored melons. And excellent is a generous addition of sweetened lemon juice—for finer all round flavor!

Free Recipe Booklet. More than 200 ways to enjoy oranges, lemons and many of the fresh summer fruits are given in the free booklet, "Sunkist Recipes for Every Day." Mail coupon for your copy now. Check if you also wish "Fruits That Help Keep the Body Vigorous," explaining the place of citrus fruits in normal and safe-reducing diets. Copyright 1937, California Fruit Growers Exchange

California Fruit Growers Exchange
Dept. 2706, Sunkist Building, Los Angeles, California

( ) Send FREE, "Sunkist Recipes for Every Day."
( ) Send FREE, "Fruits That Help Keep the Body Vigorous."

*Name*_____

*Street*_____

*City*_____ *State*_____

OR MERELY SEND POSTCARD OR LETTER IF YOU WISH TO KEEP MAGAZINE INTACT

Wonderfully Sweet and Juicy are the California Valencia Oranges—now in season. Top quality fruit bears the trademark "Sunkist" on the skin. Look for it.

The Windsor Wedding

This picture culminates a historic romance. It was taken in France, on June 3 at 12:18 p. m., just after the Duke of Windsor, in a voice so firm that it could be clearly heard by 38 guests, said "I do" to an English vicar who asked: "Do you, Edward Albert Christian George . . . take this woman, Bessie Wallis, to be your wedded wife?" The Church of England officially denied its blessing. The altar before which the Rev. Mr. Jardine performed the service was makeshift and the weary groom forgot to kiss the bride, yet none of these deficiencies could dim the glamor of this first and most important of the big June weddings.

GIVES YOUR CAR

TRAVEL-PROOF BEAUTY

Simoniz Protects the Finish for Vacation Driving

Prepare now for summer driving by Simonizing your car. Then, drive where and when you will, your car stays perpetually beautiful. Bad roads, forest trails, the hot sun, and even salt air can do no damage. The finish is always safe under Simoniz! A secret ingredient, found only in Simoniz, stops weather and dirt from dulling, bleaching and destroying the lacquer or enamel. It preserves the finish and keeps the colors from fading. So, the sooner you Simoniz your car, the better. You can do it easily yourself. Get Simoniz and the wonderful Simoniz Kleener . . . follow the simple directions . . . and your car will sparkle like new from now on.

• • •

Be sure you insist on Simoniz and Simoniz Kleener for your car. There's nothing else to take their place. You can get them everywhere. Never sold under any other name.

MOTORISTS WISE

SIMONIZ

SIMONIZ THE CHROMIUM. Preserves chrome plate, and keeps it from getting rusty.

The Windsor Wedding (continued)

and some people who did not see it

At the Château gate, Gatekeeper Marie Emilie Brault broke a bottle of champagne against the iron grille when news of the completed wedding was telephoned to the lodge. Then she knelt down and, with shovel and brush, swept up the broken glass.

Cornelius Vanderbilt Jr. had two setbacks at Cande. First he was ordered off the Château grounds where he parked the trailer in which he is touring Europe. Then he was refused admission to the wedding by the old gatekeeper (*above*) who never heard of Vanderbilts.

The English Walter Winchell, Lord Castlerosse, who writes gossip for Lord Beaverbrook's London newspapers, was not among the five newspapermen permitted to see the wedding. He took notes on the grass outside the Château fence.

If your car whimpers for oil *"between meals"*

?
!
?
SEALED POWER PISTON RINGS
MY BOSS IS ALWAYS CRABBING ABOUT HOW MUCH OIL I USE COMPARED WITH THE LITTLE YOU USE.. WHAT HAVE YOU THAT I HAVEN'T ?
Wyncie King
SEALED POWER
PISTON RINGS

INSTALL

SEALED POWER PISTON RINGS

They've restored "drain-to-drain" oil mileage to thousands of cars!

THOUSANDS of car owners report drain-to-drain oil mileage since installing Sealed Power Piston Rings in their cars. And many of these cars formerly used 10 to 13 quarts "between meals"! Think of the savings!

Ace mechanics will tell you why these new-type Sealed Power Rings give such stellar performance. An inner spring of Swedish Steel expands the outer ring so that it conforms to the distorted shape of the cylinder wall. Thus gas is kept *in* the combustion chamber. Oil is kept *out*. Power is completely sealed. New car pep, speed *plus* oil economy are restored.

Endorsed by Engineers

Engineers say Sealed Power Rings are the world's best engineered piston rings. In fact, they're so vastly superior that conventional Sealed Power Piston Rings are original equipment in Buick, Cord, Hudson, Nash La-Fayette, Oldsmobile, Pontiac, Terraplane, Willys, and other outstanding cars, trucks, tractors, cabs and busses. They're precision engineered...*every one!*

Warning! Read Carefully!

Despite some ridiculous claims made, there is no piston ring in the world that can stop oil waste if valve guides, bearings or pistons are worn. These parts must be in good shape, too. So—don't be fooled. Ask your Sealed Power ace mechanic to diagnose your motor. Depend on him. And insist on Sealed Power Rings!

Meanwhile, get our new booklet, *"New Low Cost Way to Save Oil and Gas and Increase Pep"* It's free. And you'll like it!

SEALED POWER CORPORATION
Dept. 306, Muskegon, Michigan
Canadian Factory at Walkerville, Ontario

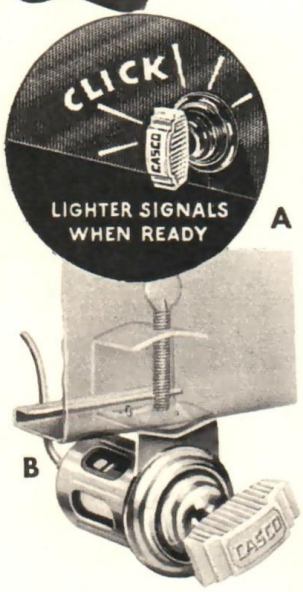
SEALED POWER PISTON RINGS

Also ask for Sealed Power Pistons, Piston Expanders, Piston Pins, Valves and Cylinder Sleeves

HERE'S THE CIGAR LIGHTER YOU'VE WANTED FOR YOUR CAR

Look- it's automatic

FULLY GUARANTEED



Yes, sir! The new Casco Automatic Lighter can't fail . . . it's a fine precision instrument. Thermostat controls heat, guaranteeing a perfect light every time. (Written guarantee with every lighter.) Approved by the engineers of leading automobile companies. Endorsed by Safety Officials. Note the distinctive shape. It's easier to handle, easier to pass from one person to another . . . no danger of burning fingers. If your garage, auto supply dealer or service station can't supply you, order direct. Send no money . . . Coupon below is for your convenience.

CASCO

AUTOMATIC CIGAR LIGHTER

Installed on your car in five minutes

Simple directions and bracket furnished with each lighter. Standard size. Replaces old style lighter through instrument panel (Figure A) or can be attached with special bracket (Figure B). Fully guaranteed. Write your dealer's name in the margin by coupon.

CASCO PRODUCTS CORPORATION, Dept. L-2.
BRIDGEPORT, CONN., U.S.A.
287 King St., East, Toronto, Canada.

Gentlemen: Please send, postage prepaid (check color wanted) Pearl White ☐ Brown Quartz ☐ or Black ☐ Casco Automatic Cigar Lighter with Guarantee and simple directions for installing on my car. I will pay postman on delivery. $2.50 complete in the U.S.A. $3.45 in Canada.

Name_____

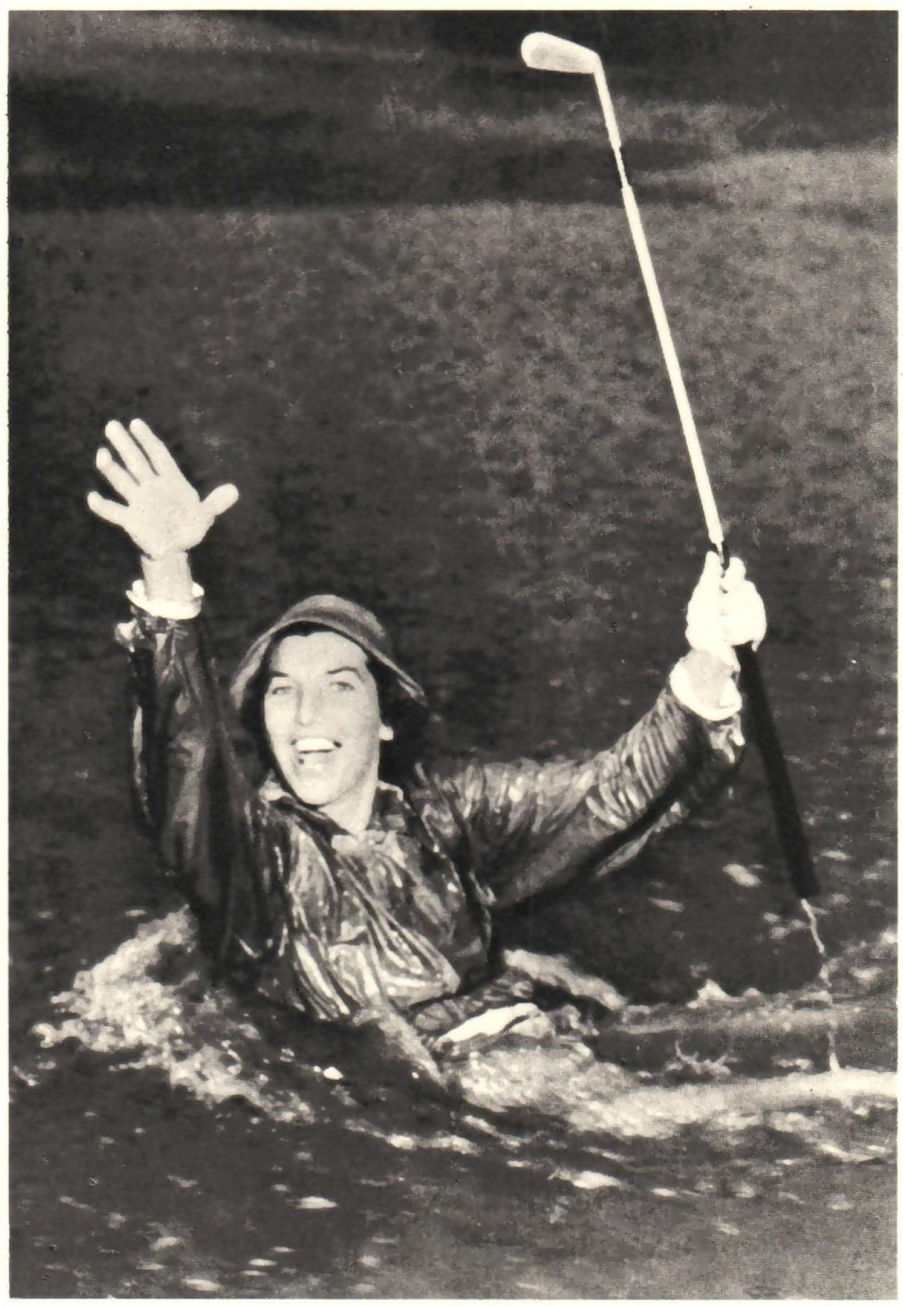
Address_____

City_____ State_____

CLOUDBURST HALTS WOMEN GOLFERS

Trans-Mississippi players buck fairway floods

During quarter-final matches at Trans-Mississippi Women's Golf Tournament at San Antonio, Texas, on June 4, a cloudburst flooded the course. Balls hit to the middle of fairways were washed away by impromptu freshets. Golfer Patty Berg had to be carried across the links by friends (*above*) while her opponent, Mrs. Dan Chandler, waded waist deep (*below*). Though rules stipulate that weather should never stop a match, the tournament committee decided that such conditions were never dreamed of in rule books, called off play. Next day, Miss Berg beat Mrs. Chandler, but lost the final to Betty Jameson.



COSTS LESS TO BUY.. TO RUN

"Sure De Soto's Big and Beautiful, but What Does It Cost to Run?"

WE LIKE to have people ask about De Soto's mileage.

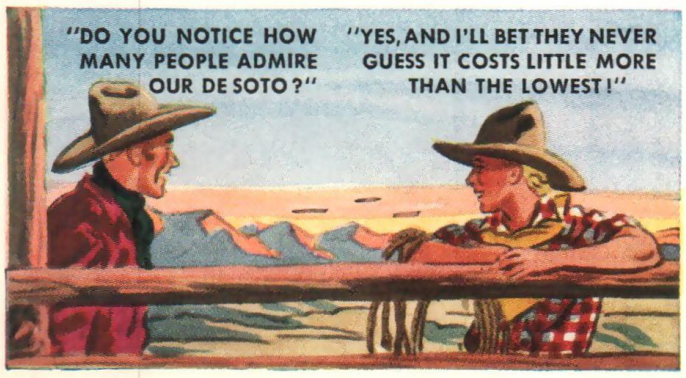
We carefully avoided making gas-mileage claims for De Soto's new "Economy Engine" at announcement time. We waited until tens of thousands of new De Sotos were actually on the road.

NOW reports are pouring in! "Getting 17 to 21 miles a gallon in hard city driving"..."In 8,576 miles my average is 20.3 on 'regular' gas!"..."Best gas and oil mileage I ever had on a car!"

Owners have proved it! This new car... biggest De Soto ever built... costs *even less* to run!

NOW ADD THIS FACT: Lower prices now put De Soto within a *few dollars* of the lowest-priced cars. You save money every mile you drive. And you get SMARTNESS, pride of ownership, that you could not possibly enjoy in a small car.

Drive a De Soto! See your dealer. DE SOTO DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.



"HEARD ABOUT DESOTO? IT'S NOW PRICED JUST ABOVE THE LOWEST!"

HIGH LIGHT FEATURES: 1. New 93-h.p. "Economy Engine." 2. New ride... with 14 "Float" Body Mountings and "Airplane-type" Shock-absorbers. 3. First complete Sound-Proofing. 4. Safety-Steel Body, one-piece steel top. 5. Genuine Hydraulic Brakes. Ask for Official Commercial Credit Company Finance Plan.

TUNE IN MAJOR BOWES' AMATEUR HOUR—Columbia network, Thursdays, 9 to 10 p.m., E.D.S.T.

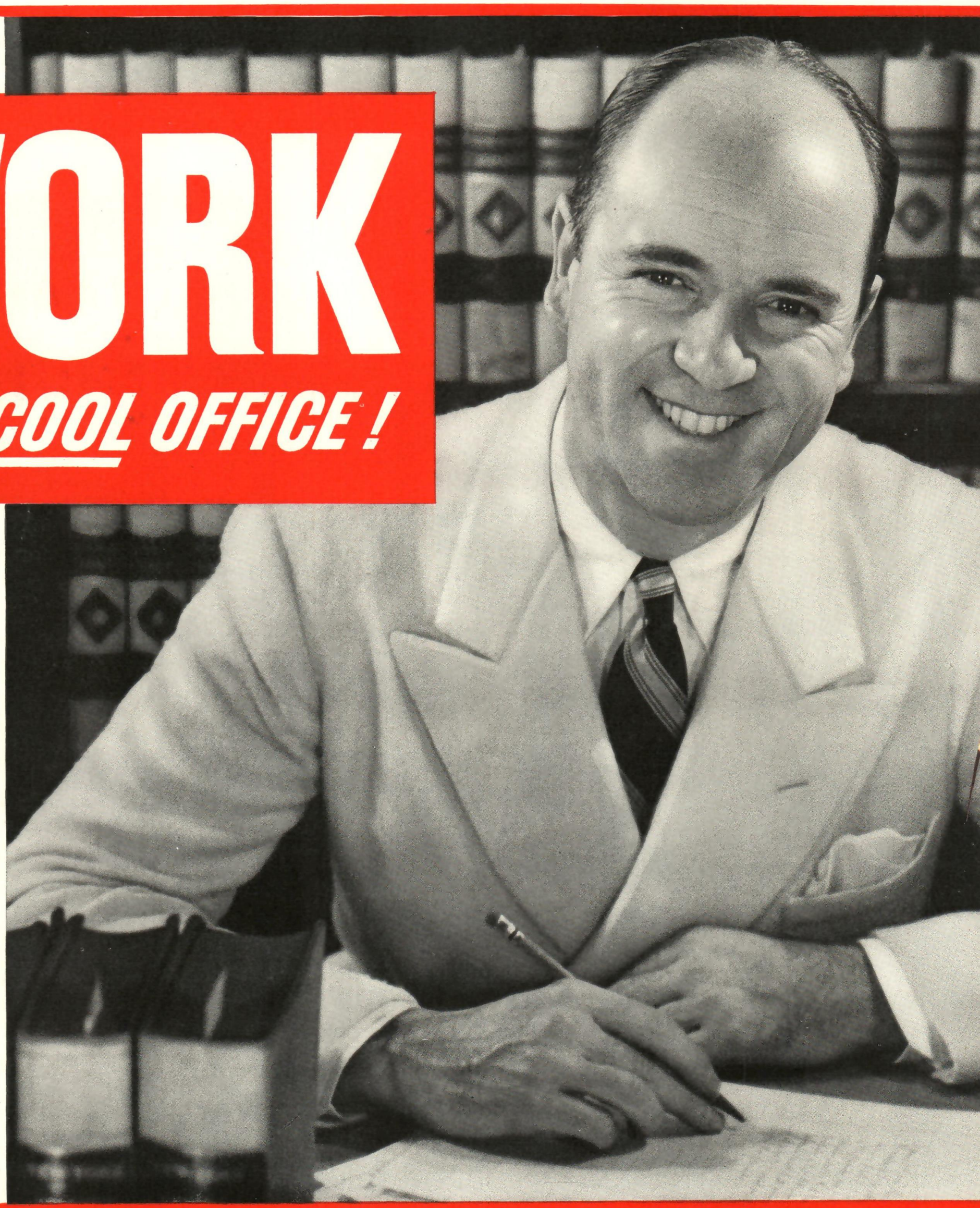
DE SOTO

America's Smartest Low-Priced Car!

EXECUTIVES..WORK IN COOL COMFORT THRO

PUTS THIS COMPLETE AIRTEMP SUMMER

WORK
IN A COOL OFFICE!



THERE'S more than just "comfort" in air conditioning. There's health, vitality, energy.

Hospitals, restaurants, hotels and big business firms have found that air conditioning really pays.

Find out about Airtemp's new unit now. Go and see it in operation at your local dealer's—today!

Keep Cool with— **CHRYSLER'S AI**

UGH SUMMER HEAT..A SMALL DOWN PAYMENT

AIR CONDITIONING UNIT IN YOUR OFFICE!

SENSATIONAL NEW AIRTEMP UNIT BRINGS LOW-COST SUMMER COOLING TO OFFICES & HOMES

NO, HE'S NOT THINKING about a Maine summer resort. He doesn't have to.

No more heavy, humid air in a stuffy office. No more dripping forehead. Airtemp brings cool, refreshing comfort to office work.

And you'll be amazed to find that only a small down payment, plus a nominal amount per month, puts this new perfected Airtemp summer Air Conditioner in your home or office.

Chrysler's Airtemp gives *real air conditioning*...not just cooling or fanning. It *dehumidifies, filters* and *circulates* the air as it cools.

For standard single-phase 60-cycle current...installation additional

$375 WATER-COOLED MODEL

Air-Cooled Model, $496 – Prices F.O.B. Dayton

Simple, compact, beautifully finished in walnut...this new Airtemp Room Air Conditioner is readily installed in home or office. Average installation costs are low. Available in air-cooled and water-cooled models. See your dealer!

AIRTEMP HAS COMPLETE LINE

Airtemp also installs cooling systems in theatres, hotels, department stores, office buildings, showrooms, industrial plants and other large commercial spaces. In addition, Airtemp manufactures a complete line of automatic heating and air conditioning systems for homes.

Handsomely enclosed in a console-like cabinet ...the entire unit is self-contained.

The new Radial-type Compressor provides quiet, economical refrigeration for cooling.

Don't wait! Telephone your Airtemp dealer today, or mail the coupon below. Get the facts about this new summer Air Conditioner for office or home. AIRTEMP, INCORPORATED, Dayton, Ohio—Subsidiary of Chrysler Corporation.

RTEMP *ROOM AIR CONDITIONER*

MAIL THIS COUPON TODAY

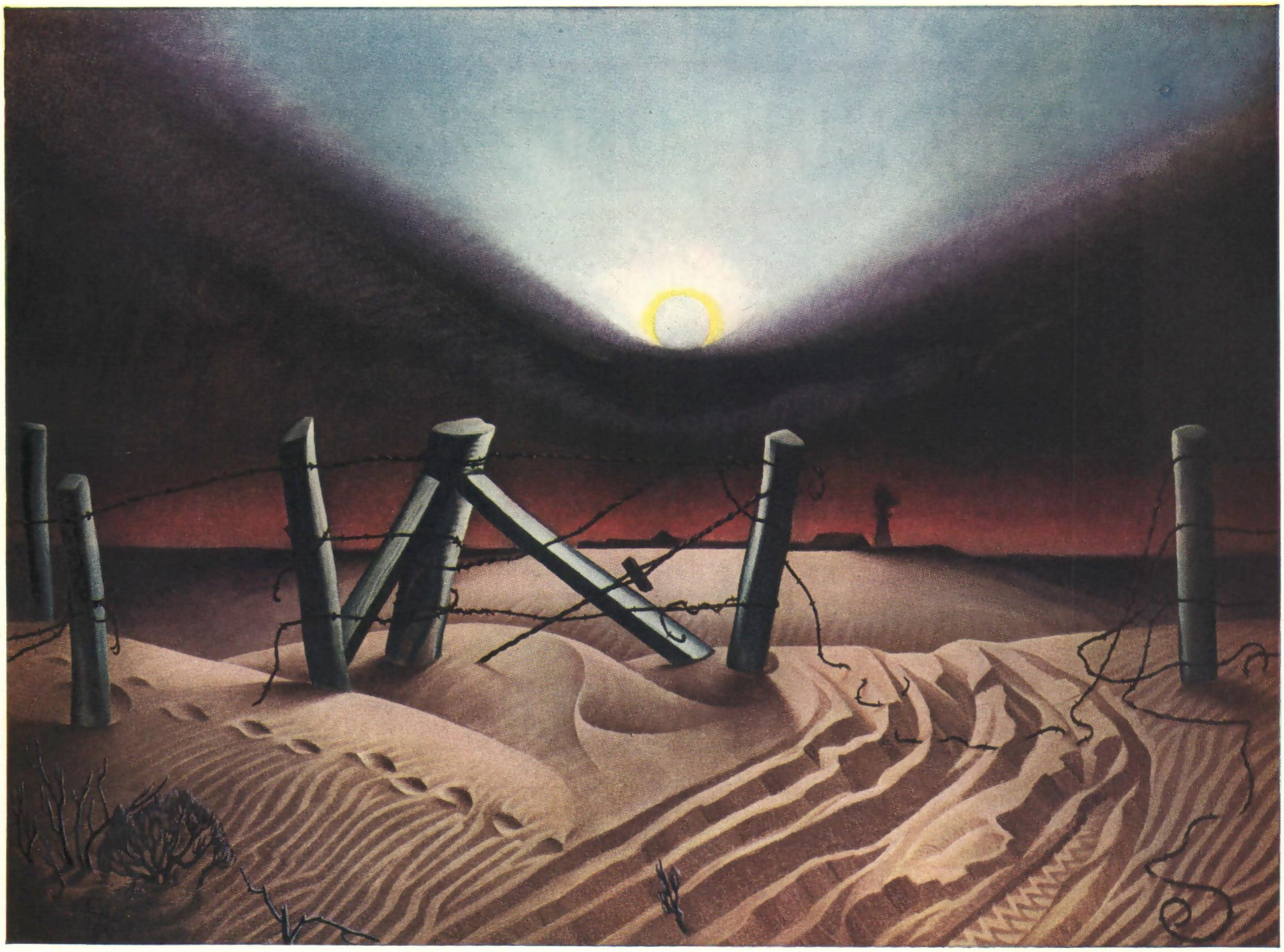
AIRTEMP, INCORPORATED, Dayton, Ohio Dept. L-6-21

Gentlemen: Please send me details about Airtemp's new Room Air Conditioner for my home ( ) my office ( ).

NAME_____

ADDRESS_____

CITY_____ STATE_____



"DUST BOWL:" ARTIST HOGUE FEELS THAT GRAZING LAND WAS DESTROYED "FIRST BY THE FENCE, THEN BY OVERPLOWING, NOW BY DROUTH"

"DROUTH-STRICKEN AREA:" SUCH SCENES AS THIS IN TEXAS ARE SADLY FAMILIAR TO ALEXANDER HOGUE WHO WAS RAISED THERE

THE U. S. DUST BOWL: Its artist is a Texan portraying "man's mistakes"

Twenty years ago a boy worked on a cattle ranch in the Texas Panhandle. He watched "suitcase" farmers pour into "the finest grazing lands," plow up grass roots where plow had never broken land before, plant wheat and corn for the lucrative boom market. Many a time he heard old ranchers say: "If you plow up this land, it will blow away."

The boy did not want to be a rancher. Instead he haunted art classes at the Denton Normal School, learned all he could; drifted up to the Minneapolis Art Institute, learned a little more; hung around the New York art galleries, tried to teach himself. Finally he decided that his best chance to enjoy life as well as paint life was in his old home Texas. So home he went. Soon there were years of drought (in Texas they call it "drouth"), years of dust storms which rolled in black waves over his State and, under his very eyes, melted the grassy plains down to a hot, arid, lifeless desert. The prophecy he had heard in his youth was coming true.

Moved to express "scathing denunciation of man's persistent mistakes," Alexandre Hogue became the artist of the U. S. Dust Bowl. On these two pages you see his best Dust Bowl paintings. Abandoned farms smothered under dunes of dust, broken fences, red skies sterile of rain; machinery—once the pulsing engine of the farm—foundered beside cadavers of cattle: these impressed Artist Hogue so powerfully that he invented for them a new technique. He calls it "psychoreality." By placing symbols together in neat geometric patterns, he hopes to produce a "superrealism" that will make the observer not only see the Dust Bowl, but also feel its heat, its despair, its anguished death, the tragedy of its farmers.

In this self-portrait, Artist Hogue uses the same neat geometric designs he uses in his Dust Bowl landscapes. His hand holds a paintbrush, the tool with which he would castigate man for "persistent mistakes." Ironically, he has painted into the background not the wasteland drought has made of the Texas Panhandle, but the land of thriving ranches it was when he lived there as a boy.

"DROUTH SURVIVORS": ONLY THE RATTLESNAKE AND THE PRAIRIE DOG CAME THROUGH ALIVE AS DESERT CONQUERS TEXAS PRAIRIE

U. S. DUST BOWL *(continued)*

Start of a dust storm is shown above. An airplane, flying near the Arkansas River (*upper right corner*) in the flat Oklahoma plain, caught it March 7. High winds are whirling soil from uncultivated acres into the air like forest-fire smoke. Note that where the soil has been protected by terracing and tree planting (*foreground*), no dust clouds rise.

The storm grows worse (*below*). The plane has flown northward, closer to the river, so that the crossroads in the centre of picture above are now in the lower right corner. In Kansas, 100 miles north, this storm became a raging black fog, so thick that vision was blotted out 100 ft. away and every living thing had to barricade itself for shelter.

MARCH OF TIME CAMERAMEN CATCH A DUST STORM ROLLING OVER TEXAS PANHANDLE FROM OKLAHOMA

On this page you see stills of the best dust-storm motion picture ever taken. The storm lasted from 6 to 8 p.m., and when it was over it left one-eighth inch of dust deposited inside every home in Dalhart, Tex. The picture was taken by Director Jack Glenn for the current MARCH OF TIME. Five minutes before it came the sky was clear, the sun shining. Then suddenly the air grew cool, light grew dim, the wind whistled, and a billow of black fog came pouncing down over the northern horizon, at 40 miles an hour. Storms like this are gouging the arable topsoil off dust-bowl areas in ten U. S. States. Behind is left a Sahara in which nothing can grow, nothing live. The cause is heat, drought, wind, and the plowing up of grasslands which should never have been plowed. Already 50,000,000 acres have been reduced to desert, another 150,000,000 seriously eroded. Turn page to see how the U. S. is fighting the dust-bowl plague.

THE SUN DIMS, THE SKY GROWS RED AS THE TEXAS DUST STORM STARTS

BILLOWS OF DUST, LIKE LOW THUNDERHEADS, ROLL IN

AT SIGHT OF THIS FOG, BOTH MAN AND ANIMAL RUN FOR SHELTER

AS STORM APPROACHES, COPPER LIGHT DEEPENS TO BLACK TERROR

THIS POWDERY DUST SIFTS INTO YOUR EYES, NOSE, THROAT, LUNGS

AT THE HEIGHT OF THE STORM YOU CAN SEE ONLY 50 FEET AHEAD

REFUGEES STREAM FROM STRICKEN DUST BOWL WHILE U. S. EXPERTS TRY TO SAVE ITS SOIL

(continued)

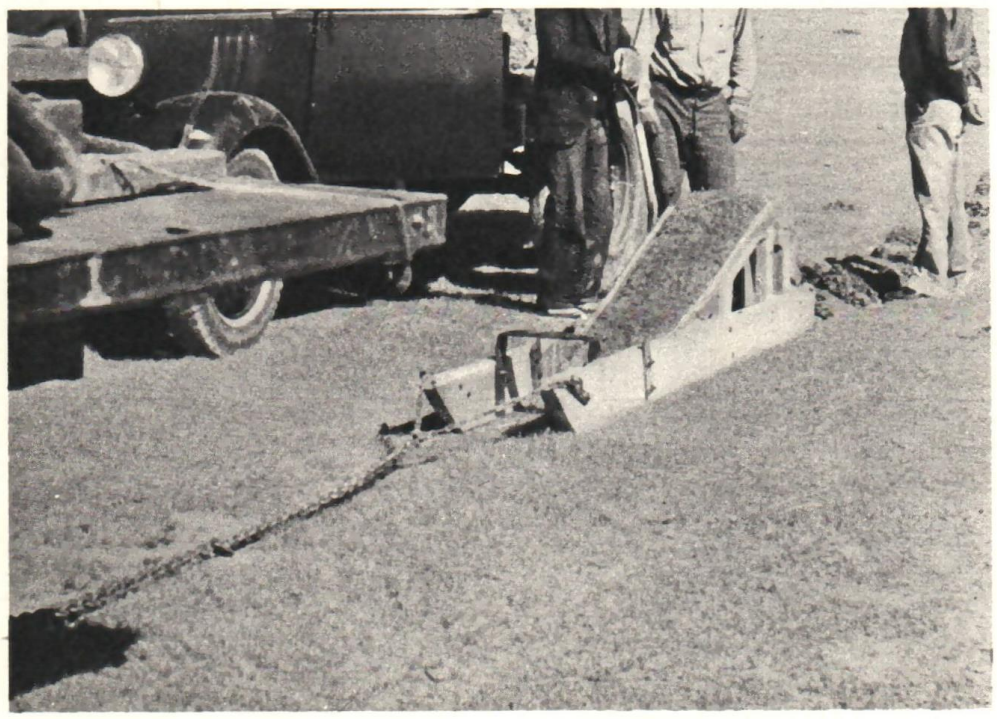
A new caravan of covered wagons is crossing the West. It bears 100,000 persons driven from their farms by dust and drought. Their prairie schooners are battered Fords and Chevrolets, heaped with chairs, mattresses and washtubs. To save those who remain in the Dust Bowl, the U. S. has established a chain of soil conservation stations. Here farmers learn furrowing land to catch the drift, strip cropping to hold the soil down and setting out trees for windbreaks. But better than all government help have been recent rain storms which have just dropped more moisture on the arid Southwest than it has had in many years. Some experts say a new wet cycle is about to succeed a dry cycle.

A TEXAS FARMER AND FAMILY LEAVE THEIR ARID ACRES FOR CALIFORNIA

DUST-BOWL REFUGEES TRAVEL IN CARS, IN TRAILERS OR ON FOOT

THE U. S. IS FURROWING BARE FIELDS TO KEEP DUST FROM DRIFTING

STRIP CROPPING MAKES ROOTS HOLD LOOSE SOIL DOWN



SOD IS CUT FROM GRASSY FIELDS, PLANTED IN BARE ONES

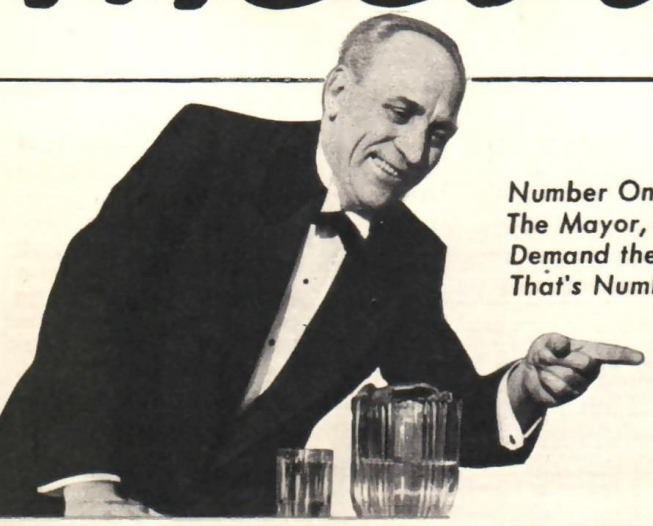
ROWS OF HARDY TREES ARE PLANTED AS A DUST-STORM WINDBREAK

Courtesy Resettlement Administration

DUST BOWL FARMER IS NEW PIONEER

This man is one of the great army of farmers driven from their land by the dust blight. A Resettlement Administration photographer met him in a battered car on the Oklahoma-California highway, took his picture but not his name. He has joined the pioneers who are seeking new lives on the Pacific Coast, as their fathers trekked west to Oklahoma before them. His courageous philosophy was expressed to the photographer thus: "A man can't make out noways by standin' and watchin' his crops burn up. I heerd about this here irrigation [in California]. I figured that in a place where some people can make a good livin' I can make me a livin'."

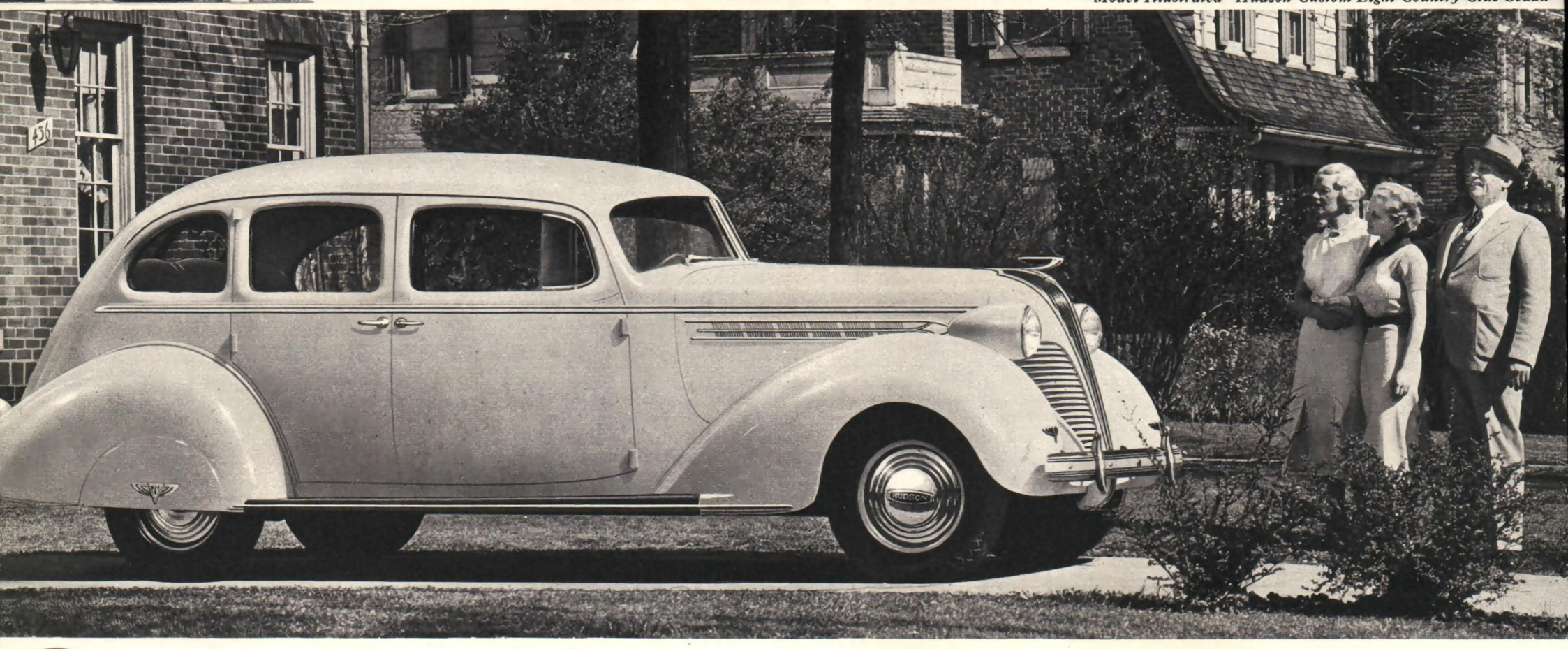
Meet the No. 1 PEOPLE

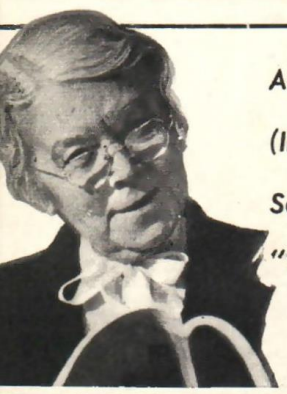


Number One Man of Hudson Town . . .
The Mayor, whose prestige and renown
Demand the car, for work or play,
That's Number One in every way!

Now . . . meet the No. 1 Car! Why, indeed, should His Honor, the Mayor, be satisfied with less than a Hudson Country Club Sedan . . . choice of so many No. 1 people in every walk of life? He's proud of every inch of its 129-inch wheelbase, longest in the whole popular price field. Whether his Hudson is parked at the City Hall or in his drive at home, he knows all eyes admire its low, racy lines and distinctive style. And for any kind of driving, he knows he has the "goingest" car on the road. Mrs. Mayor? She loves to settle back in those deeply upholstered cushions, with No. 1 *roominess* all around. She has owned many fine cars . . . but whether it's fabrics, hardware, finish or fittings, there's not a single luxury touch lacking in her Hudson. Would *you* like to own a No. 1 Car? Look at these 1937 Hudsons. Drive one. You'll find it hard to realize that they are *moderate priced* cars.

Model Illustrated—Hudson Custom Eight Country Club Sedan





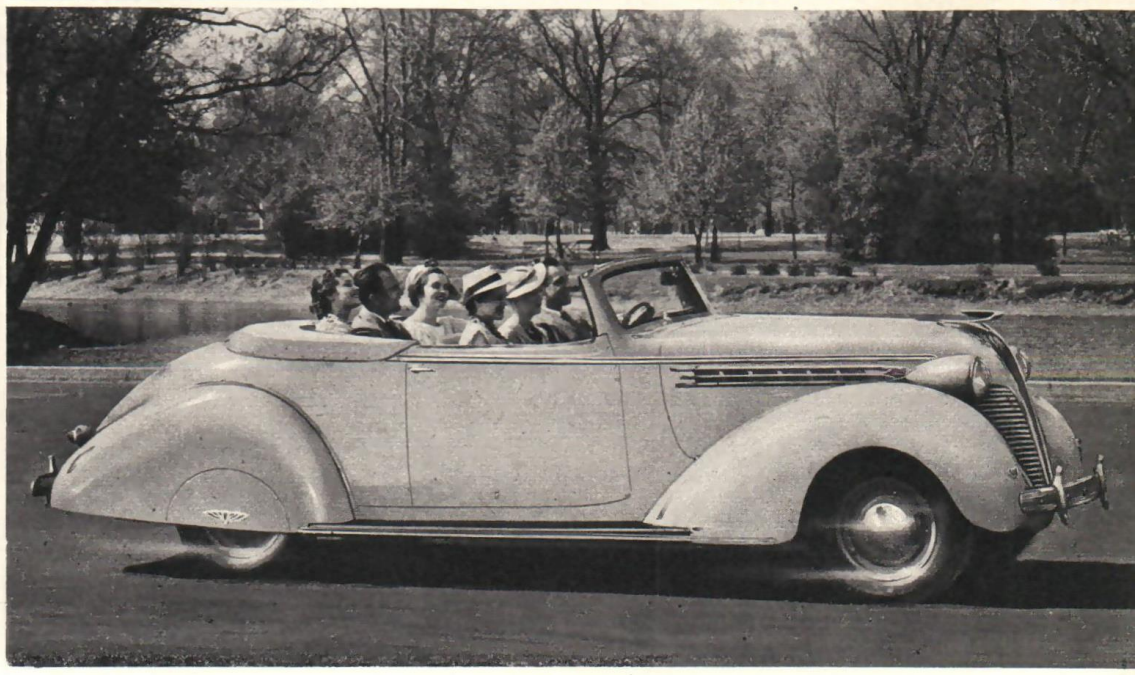
And Grandma . . . old,
but far from slow . . .
(In fact, she's always
on the go)
Says: "Comfortable?
Why I declare
"This Hudson beats my
own arm chair!"

Ride . . . back seat or front . . . and you'll discover why Grandma enjoys arm chair comfort on the road. For the first time in *any* car, long, gentle, leaf springs carry no steering or braking strains. They have nothing to do but cushion your ride. How these Hudsons, with their lower center of gravity, do hug the road on curves or straightaways! And how steadily they hold to their course, because of Hudson's exclusive Tru-Line Steering.

The Bachelor . . . he loves
to GO
With lots of power and
pep . . . and so
His car takes second
place to none . . .
Stock car performer
Number One!

Step on this accelerator . . . and meet a new driving thrill. You're boss of No. 1 power in a Hudson . . . 122 horsepower in the Eight; 101 or 107 horsepower in the Six. And *smoothest* power, too! You're driving a running mate of the car that has broken 33 official American Automobile Association stock car records; that has a *certified* acceleration mark of 0 to 50 m. p. h. in 9.4 seconds; that can take *any* hill on any main traveled highway in *high gear*.

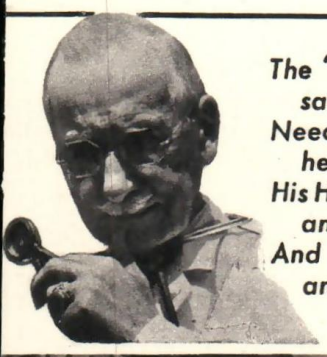
Model Illustrated—Hudson Eight De Luxe Convertible Brougham



HUDSON No. 1 CAR OF THE MODERATE PRICE FIELD

TERRAPLANE No. 1 CAR OF THE LOW PRICE FIELD

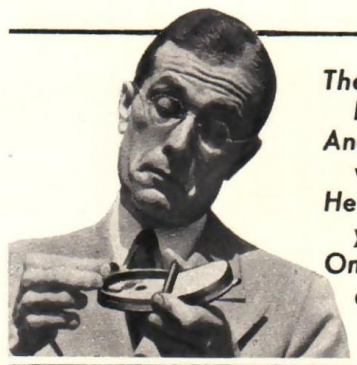
# of Hudson Town!



The "Doc," whose job is saving lives,
Needs safety in the car he drives;
His Hudson has it, through and through,
And Number One endurance, too!

How this car can "take it!" Yes, the doctor needs a car that's safe . . . on which he can depend. But don't *you*, too? Then drive the Hudson that *proved* its endurance in the most punishing test ever given a stock car . . . 2104 miles in 24 hours, on the Utah Salt Flats. In everyday driving, that extra ruggedness means greater safety, lower upkeep cost, longer life.

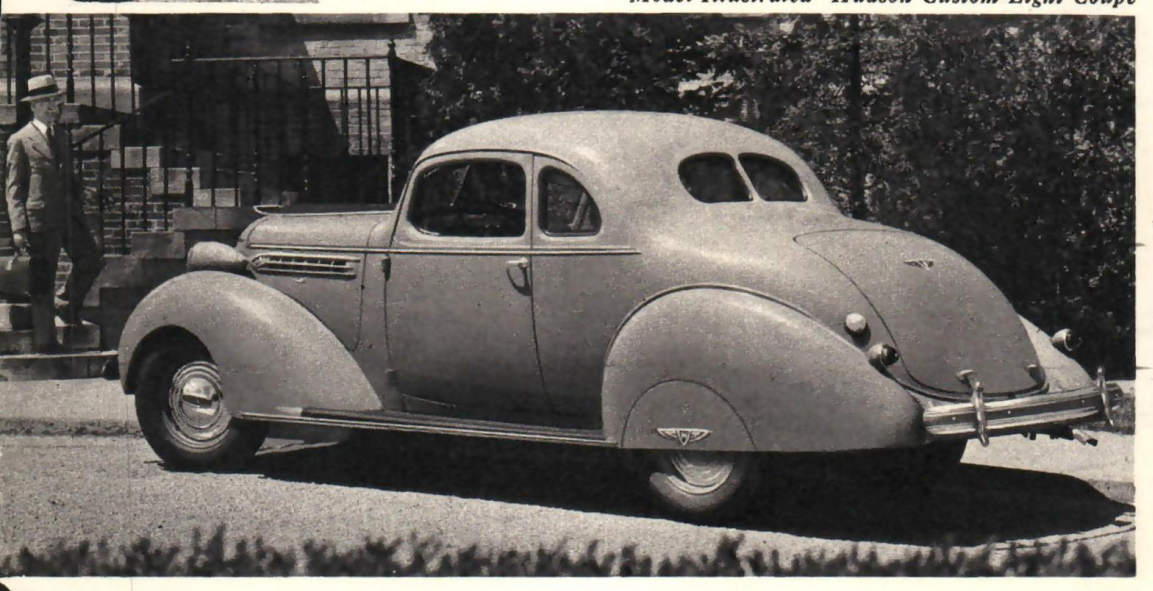
Model Illustrated—Hudson Custom Eight Coupe

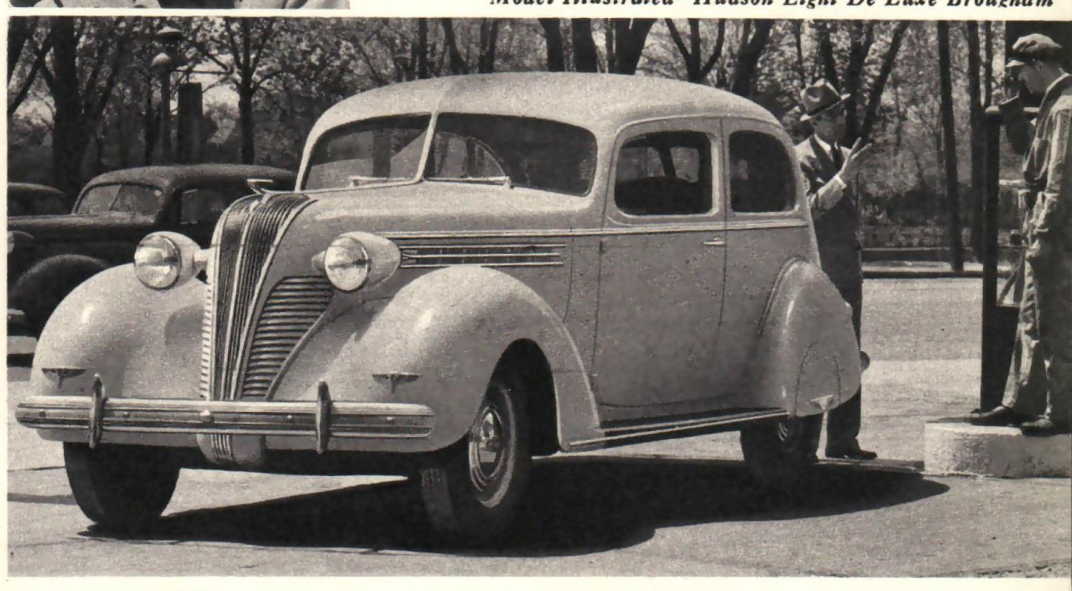


The Thriftiest Man a Hudson drives,
And that's one reason why he thrives;
He owns the best . . . yet saves, you see,
On Number One economy!

It's great to have a car that saves! And here is the thriftiest of the Eights. A big Hudson proved it in the 1937 Los Angeles-Yosemite Economy Run, beating all other Eights in this 352-mile trip from sea to mountains, averaging 22.71 *certified* miles per gallon, carrying five passengers and baggage, with no coasting allowed.

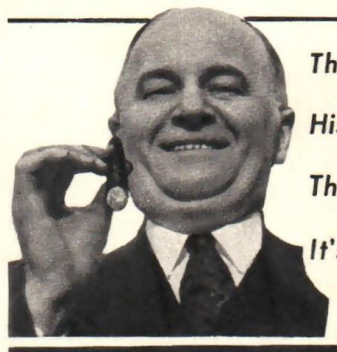
Model Illustrated—Hudson Eight De Luxe Brougham





Miss Debutante no longer fears
The awkward work of shifting gears.
Two reasons for her happy smile . . .
Selective Shift and Hudson style!

Try this new way to drive . . . and you'll understand Miss Debutante's smile. Just lift a toe from the accelerator . . . flick a little lever up at the wheel . . . and gears shift themselves. Nothing new to learn. With Hudson's Selective Automatic Shift, an optional extra, you need never tug at a hand gear shift; never need touch the clutch. And the front floor is *all clear* . . . no gear or brake lever to stumble over.



The Biggest Man in town you see;
His Hudson suits him beautifully.
The reason? Ask, and he'll confess
It's Number One in roominess!

Extra room . . . all around! Big man or little woman, you'll appreciate the No. 1 roominess of *all* 1937 Hudsons. A front seat several inches wider than in any other popular car . . . 55 inches of solid comfort for three. Generous leg room, front and rear . . . beyond that offered in other cars. An enclosed rear compartment with 18 cubic feet for baggage and spare tire.

In Hudson Town, the Traffic Cop Says: "Cars that GO must also STOP. "This Hudson has just what it takes . . . "It's Number One with safest brakes!"

Only the safest brakes are safe enough! The Traffic Cop knows what happens when brakes *aren't* safe enough. He knows that Hudson's Duo-Automatic Hydraulic Brakes combine power with velvet touch. And that they are the *only* brakes with a separate safety system operating *automatically* from the same foot pedal if ever needed. Plus a *third* braking system . . . the parking brake up at the instrument panel. There is extra safety, too, in Hudson's bodies all of steel, including roofs. Drive a Hudson. Find the extra *value* in the No. 1 Car of the Moderate Price Field.

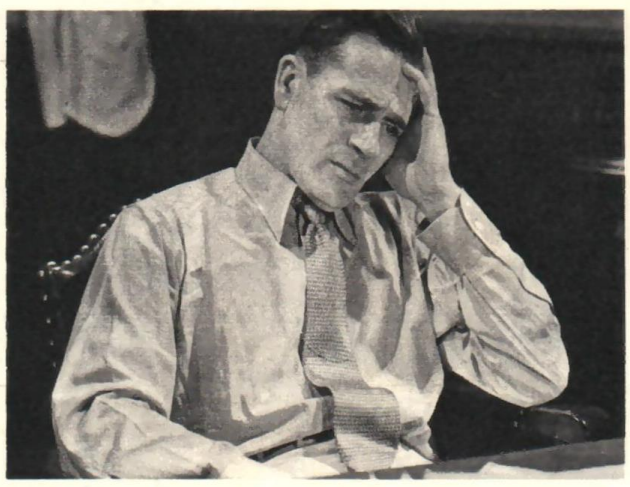
TEXAS ATTORNEY "BEATS" THE HEAT

Gets Comfort Cooling by Means of Attic Ventilation

1. Do you remember the "heat waves" of last summer? . . . children sick . . . work at a standstill and thousands overcome by the heat . . . with no relief for days at a time. Well, here's how E. B. Gaines*, attorney, solved the problem.

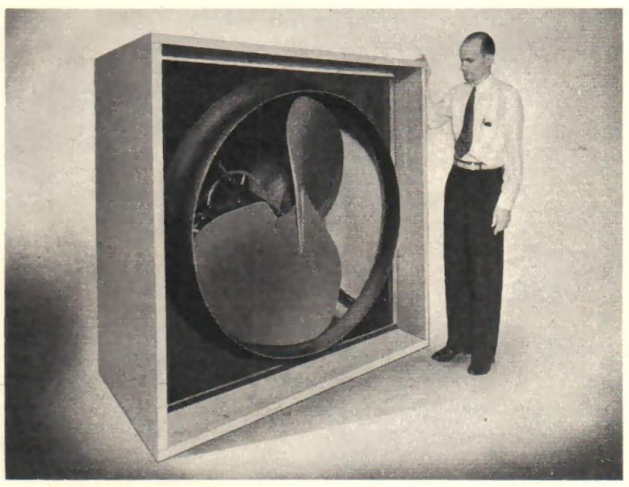
2. "I never felt so miserable in my life," says Mr. Gaines. "My home is the hottest spot in Texas and when Texas gets hot it's really HOT. Baking, scorching sun day after day and not a breath of air moving at night. It's unbearable.

3. "If a person could only get some rest it wouldn't be so bad. But when you get up in the morning fagged out, nervous and irritable it begins to get on your nerves. I'll have to send my family away and make the best of it myself.



4. "Gee, if I could only get going! Important legal matters to attend to . . . cases that demand action . . . no sleep, no rest, how can a man keep going when the weather is so unbearably hot? There must be a way to make a home livable."

5. Then an associate comes in with welcome news. "You can get relief from heat in your home, Mr. Gaines, by means of attic ventilation. It's not expensive. A number of homes in our locality are using it with remarkable results."



6. The secret is this Ventura Home Conditioner. It drives out all the packed up heat of the attic and brings in the cooler air. You'd be surprised the difference it makes and how differently you feel after sleeping in a home equipped with one.

7. The sun's rays heat your attic to a temperature of 130° or more. This alone is sufficient to keep your home *HOT* for the duration of a heat wave. With a Ventura Home Conditioner, comfort cooling starts when the sun disappears.

8. And here's what Mr. Gaines says of his Ventura Home Conditioner. "You'd be surprised at the difference. We eat better. The children feel and sleep better. It's the greatest thing I've ever heard of. *I* wouldn't be without one.

9. "Now I can have my family with me all summer. We'll take our vacation together. I've won my most important case, 'Summer Heat,' thanks to the remarkable relief the Ventura Home Conditioner affords. I unhesitatingly recommend it."

** The name, E. B. Gaines, is fictitious, but this unsolicited testimonial and hundreds of others are in our files and available for your inspection.*

SEND FOR OUR FREE BOOK "HOW TO GET DEPENDABLE COMFORT COOLING AT LOW COST"

AMERICAN BLOWER CORPORATION

Division of American Radiator and Standard Sanitary Corp. • 6000 Russell St., Detroit, Mich. • Canadian Sirocco Co., Ltd., Windsor, Ont.

HAIL MAKES HISTORY IN BELGRADE

May 24 storm leaves Yugoslavian capital under 3 ft. of ice

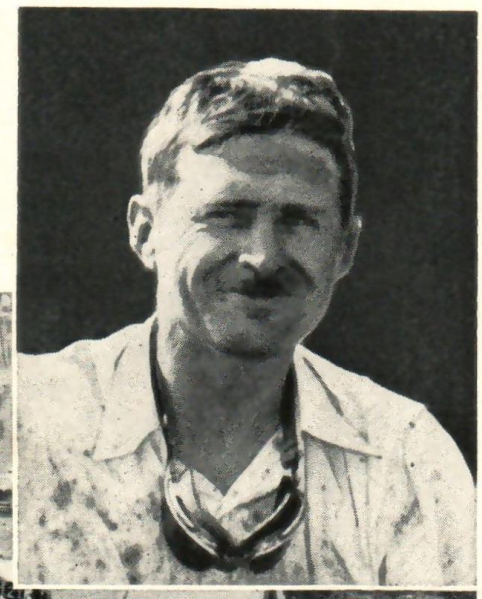
Belgrade streets were covered in places with 3 ft. of icy slush when on May 24 a hailstorm, accompanied by hurricane wind, damaged buildings and stripped trees.

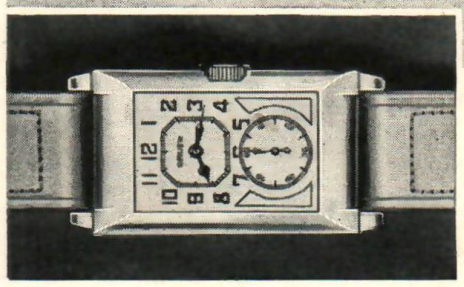
Belgrade offices were rendered eminently unfit for business by the hailstones. On the same day, similar storms ravaged central Germany and southwestern Poland.

Belgrade homes were flooded by driving hail which demolished furniture, kept the Fire Brigade busy rescuing astonished Yugoslavs from their basement apartments.

THE WINNER! — *Makes new time* — *gets* NEW TIME PIECE!

In the 1937 Indianapolis 500-mile race Wilbur Shaw drove a car of his own design and construction to a new speed record of 113.58 miles per hour. The 34-year old racing veteran won prizes totaling $40,000 and among them a handsome **GRUEN** *—the Watch of Winners.*





THE OLYMPIAD—a handsome, accurate Gruen for the man who requires exact second timing. Particularly favored by sportsmen, professional men, technicians and others. Yellow gold filled $37.50. With matching link band $42.50

GRUEN — THE WATCH OF WINNERS

You'll find Gruen watches on the wrists of many of the leading figures in all lines of sports. Consistent winners themselves, they find in Gruen the consistency and class that matches their own performance.

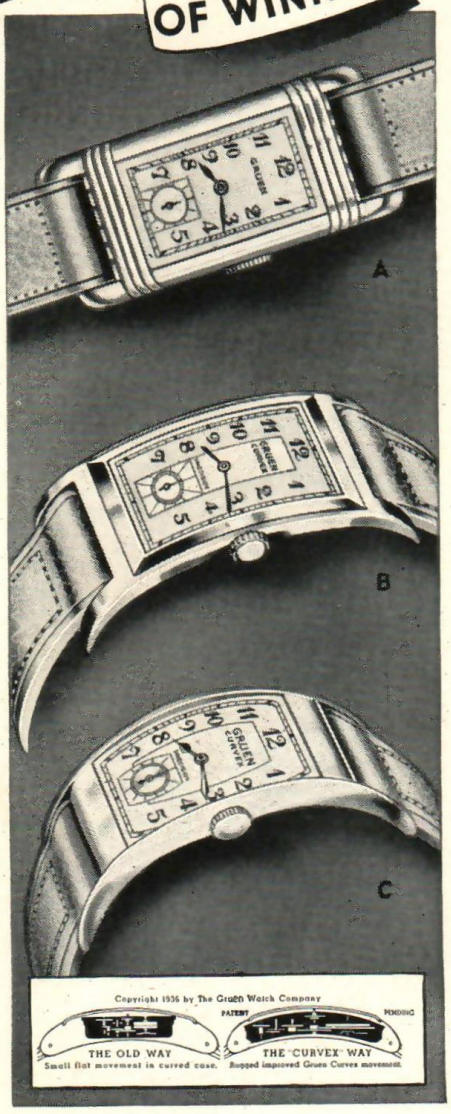
Your Gruen jeweler is featuring the "watch of winners"—in a wide selection of models and prices from $24.75 . . . all built with the precision accuracy that has made Gruen the proudest name in Time. There's no finer possession than a Gruen watch —and no finer gift. Buy your Gruen today. It's the watch a winner loves.

A—**CREST** . . . 15 jewels, yellow gold filled, Guildite back $29.75

B—**CURVEX* DUKE** . . . 17 Jewel Precision. 14 kt. yellow gold filled $50

C—**CURVEX BARON** . . . 17 Jewel Precision. 14 kt. yellow gold filled $59.50

*Trade Mark Reg. U. S. Pat. Office



GRUEN WATCHES

THE GRUEN WATCH COMPANY
TIME HILL, CINCINNATI, U. S. A.

Since 1874 the watch of discriminating Americans

Copyright 1937, The Gruen Watch Co.

THE CAMERA OVERSEAS: STANLEY BALDWIN BECOMES THE EARL OF BEWDLEY

Lucy and Stanley Baldwin leave for the last time the house at No. 10 Downing Street, where, off and on, they lived eight years. His grateful King made Mr. Baldwin an Earl and a Knight of the Garter. Mrs. Baldwin became a Dame Grand Cross of the British Empire. Son Oliver Baldwin, an ardent socialist, became, willy-nilly, Viscount Corvedale.

On May 28, a big black cat stalked out of No. 11 Downing Street, London, slid through a wrought-iron fence and sprang up on the sunny sill of No. 10. For Londoners this was the first manifestation of an important political shift. It meant that Stanley Baldwin had left the Prime Ministry of England and that Chancellor of the Exchequer Neville Chamberlain had taken his place. The big black cat was merely the first member of the Chamberlain household to move into the Minister's official residence from which the Baldwin household had just moved out.

Though many in his office have been more brilliant and more colorful, Stanley Baldwin will go down in history as a great Prime Minister. He held Britain's highest post during a most crucial epoch for eight years. He left it at the moment of his greatest triumph because, at 69, he found the "burden of office intolerable" and yearned to retreat from "that cussed trade of politics." Now, in his declining years, he will turn for "sanctuary" to Bewdley, the peaceful Worcestershire town from which he sprang. There, where he can see "the most beautiful view of all England" from his garden, Stanley Baldwin will once more become a country squire.

Two days after he moved from Downing Street, Mr. Baldwin stood in a crimson robe with miniver bands before the Peers of the Realm, went through an ancient rite and became Earl Baldwin of Bewdley. Henceforth he will be seen not in the potent House of Commons but in the impotent House of Lords, lolling in comfort, proud of being called the Englishman who "came nearest to Abraham Lincoln —with malice toward none, with charity for all."

At Mme Tussaud's world-famed waxworks the figure of Prime Minister Baldwin was removed from the head of the Cabinet group.

Neville Chamberlain's figure in wax was promptly set up in its place as the new Prime Minister at Mme Tussaud's.

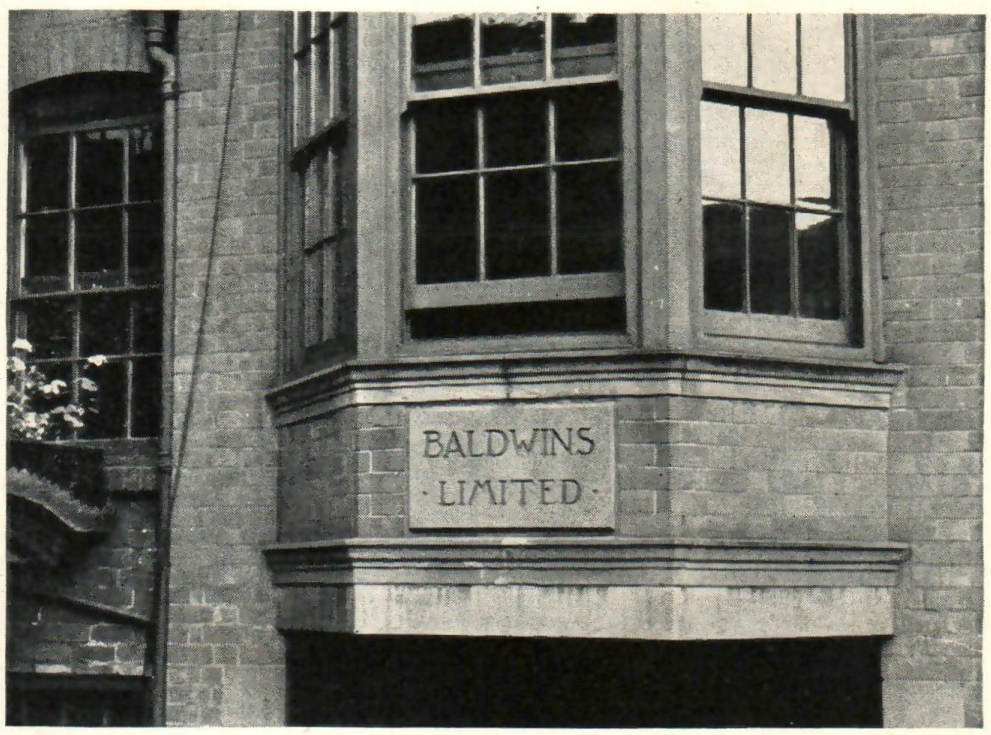
Mrs. Baldwin's portrait followed the Baldwins out of the unpretentious building that has housed Prime Ministers since 1731.

Birthplace of Baldwin was this house on the corner of Lax Lane and Lower Park in Bewdley, serene Midland town. The Baldwin ironworks are scattered through the villages nearby.

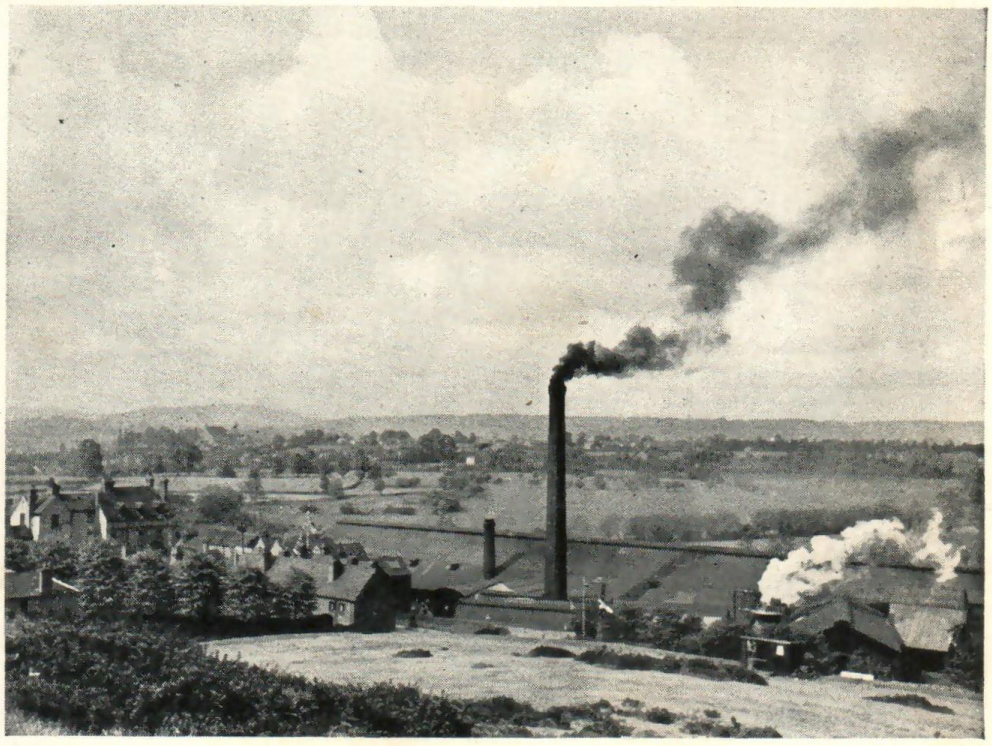
The town of Bewdley in Worcestershire, says Baldwin, "was in distant ages a sanctuary town to which a man might flee. In Bewdley there is sanctuary even for a Prime Minister."

Baldwin ironworkers have always been on friendly terms with "Stanley" since he was a boy. They consider him "a good boss" who could "break pig iron with the best of us."

Born the same month as Baldwin was Bewdley's William James Bishop. Of honored Baldwin, unhonored Bishop says: "If I had got a good start and Stanley had worked for one shilling and sixpence (35¢) a week when he was 8, our positions might have been different."



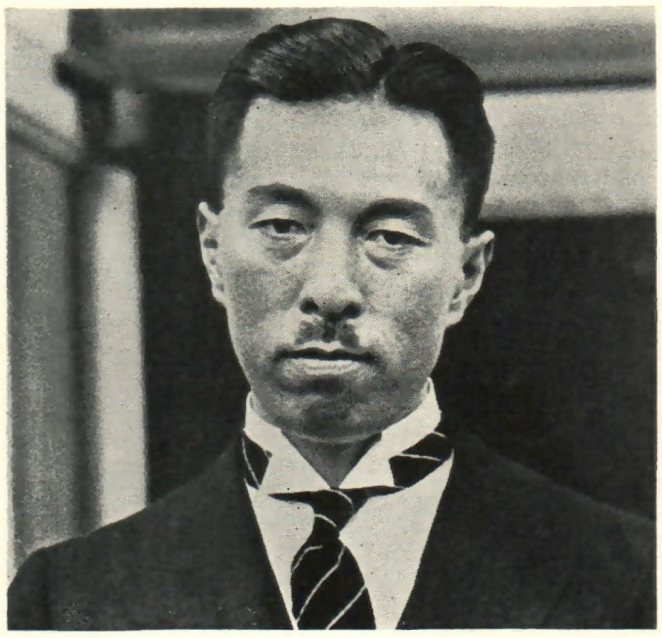
In this office building of the Baldwin ironworks Stanley Baldwin turned up for work every morning at 9 a.m. for 20 years. At 21, just out of Cambridge, he became his father's partner in the firm founded by ancestors 125 years before. He entered politics at 39.



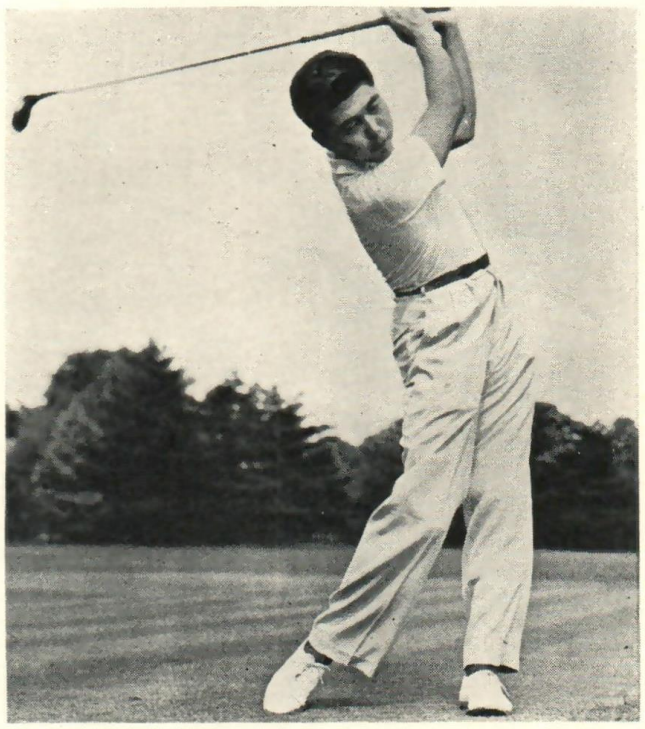
The chimneys of the Baldwin iron plants have smoked like this near Bewdley for 150 years. While working in his office by day, young Baldwin gave himself the education that made him an outstanding classical scholar by reading at night. From Baldwins, Ltd. he made a $4,000,000 fortune, a fifth of which he gave to his country after the World War.

THE CAMERA OVERSEAS: JAPAN GETS A NEW PREMIER

Important to world politics is the tug-of-war between Japan's political parties and Japan's Army. The Army scored first when it seized control of the Cabinet in 1932. The parties evened the score in April when, after five years of subordination, they went to the polls, won 455 Diet deputies to the Army's 11. They scored again May 31 when they forced bristling Gen. Senjuro Hayashi (*below*), after a month of defiance, to resign as Premier. A compromise was affected when innocuous but diplomatic Prince Fumimaro Konoye (*right*) took his place, announced that though he was "not worthy" and was ruled by his wife with an "iron hand," he would seek to "heal strife and eliminate friction." First peer of Japan, amateur at politics, protégé of the great Elder Statesman Prince Saionji, the new Premier will form an excellent façade behind which Japanese democracy and fascism will vie for power.

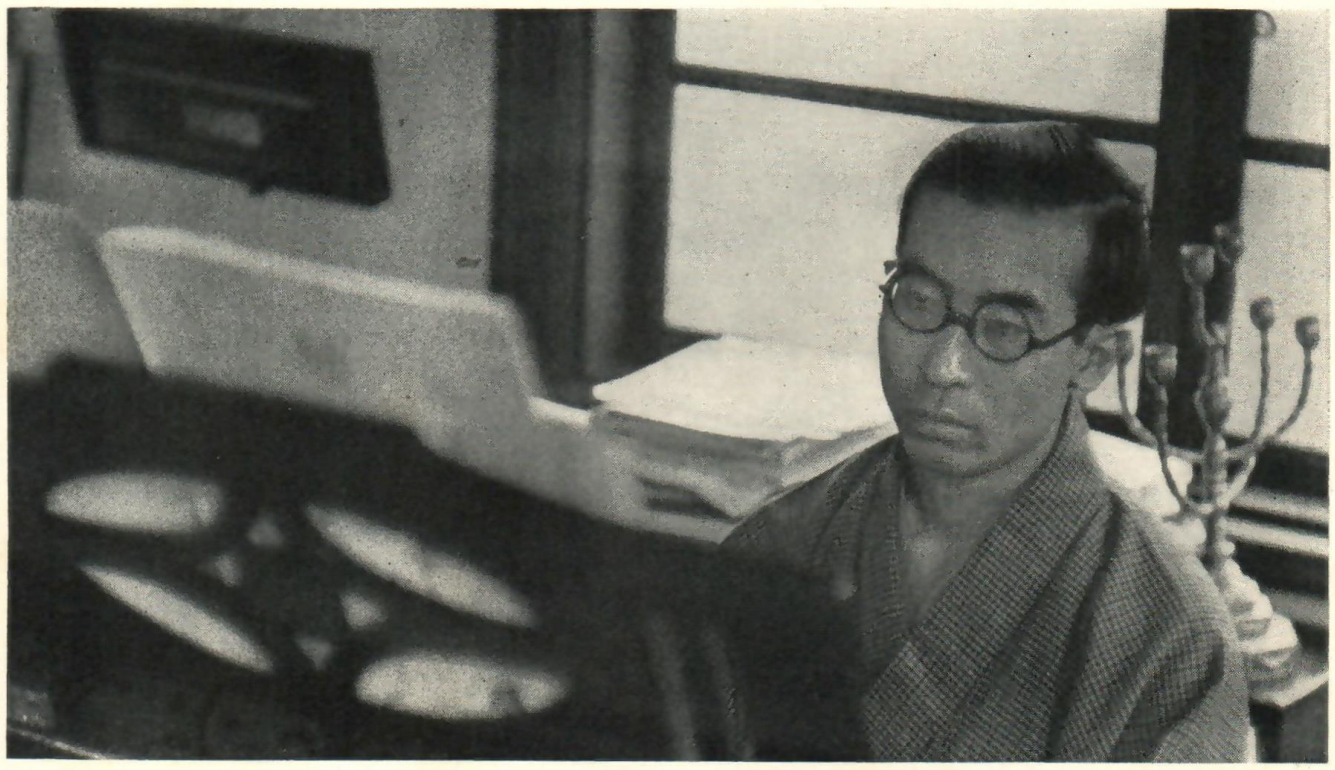


The new Premier, Prince Fumimaro Konoye, has ancestors going back 2,600 years, will some day be Elder Statesman.



The Premier's son, Fumitaka Konoye, is next year's captain of Princeton golf, champion of the Princeton links.

The old Premier, Gen. Senjuro Hayashi, epitomized unpopular Army control to voters who gave him a bad defeat.



The new Premier's brother Prince Hidemaro Konoye, is Japan's greatest conductor and composer, organized Japan's first Occidental symphony orchestra. Last winter he conducted with praise the Philadelphia orchestra in Washington.

VOTERS LINED UP FOR BLOCKS BEFORE TOKYO'S HIBIYA HALL TO HEAR POLITICIANS HAMMER PREMIER HAYASHI'S MILITARY CABINET

At Tokyo's polls, even the aged and sick turned out April 30 to vote for the overthrow of Hayashi's "border-crossing" policy. Biggest gains were made by the proletarian parties

A carpenter in blue cotton coat receives his ballot from a poll usher. On his lapel is printed the name of his firm. Japan's 14,000,000 voters went 45-to-1 against militarism.

Election returns were posted on corner billboards by Tokyo newspapers. Victory for the democratic parties may presage either a fascist or a more liberal government in Japan.

NEXT DAY THEY GAVE THE JAPANESE ARMY A RESOUNDING ELECTORAL SLAP FOR HIGH ARMAMENT BUDGETS, HIGH LIVING COSTS

THE CAMERA OVERSEAS: THE JAPANESE PEOPLE VOTED AGAINST FRONTIER FRICTION *(continued)*

Japanese army outposts along the Manchukuo-Soviet border, like this one, may well supply the spark that will cause the next great war. Beside the flag of Japan (*right*) floats the flag of Manchukuo, Japan's puppet state. The sentry beside the guardhouse is a conscript member of the Kwantung (Japanese Continental) Army. Skirmishes between Japanese and Soviet patrols in the past two years have sent war scares through Europe and Asia, have kept Japan, Russia and their allies keyed to high tension. It is against army control, against further friction with China and Russia, against the Berlin-Tokyo anti-Communist pact that most Japanese voted in the last election.

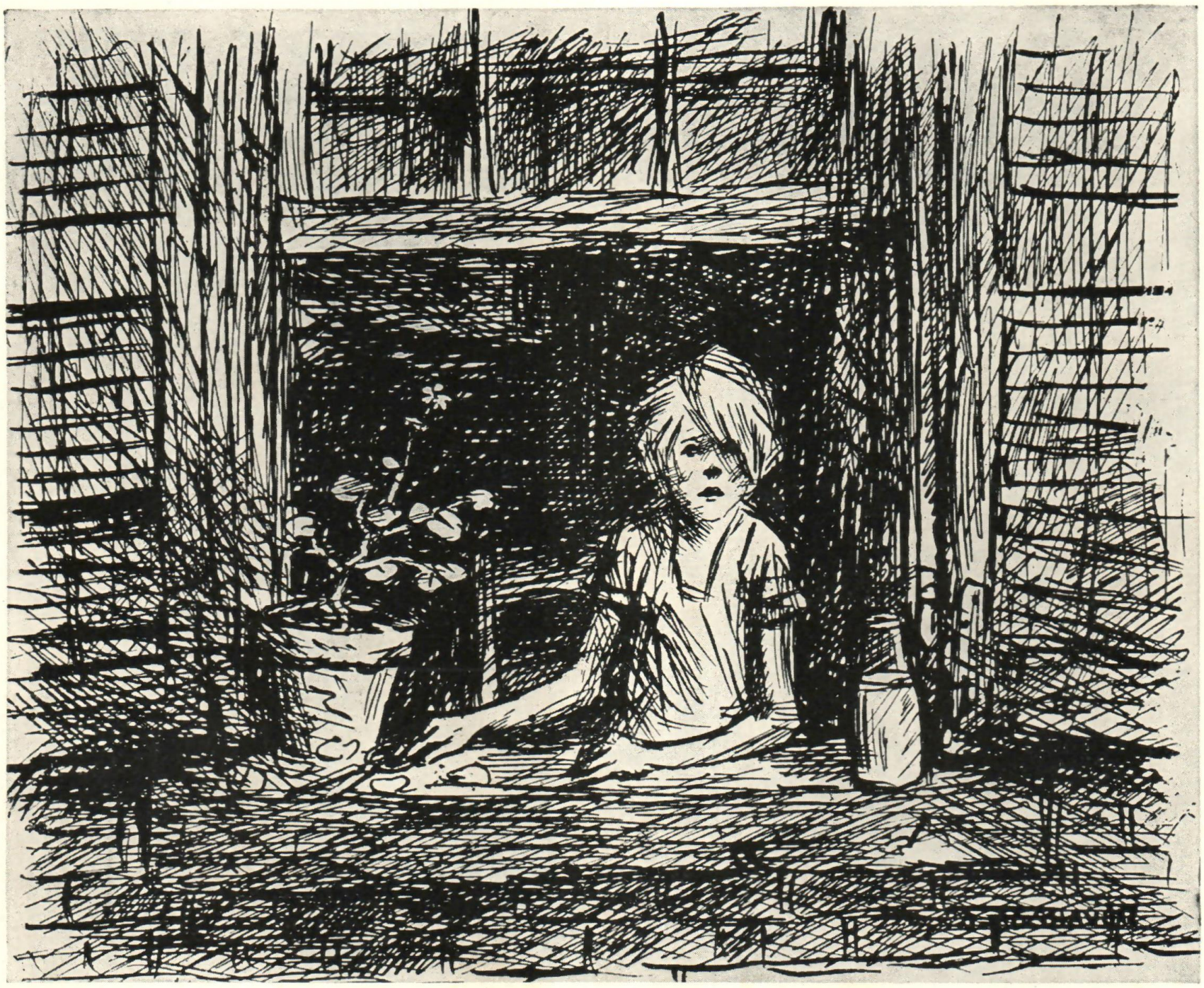
ARMY VS. DEMOCRACY IS JAPAN'S PROBLEM

This modern young militarist, dressed in officer's regalia down to epaulettes, decorations and sabre (in right hand), goes with his father to the Shinto shrine of the great Emperor Meiji on his fifth birthday. The bag in his left hand contains 2¢ worth of cookies.

This medieval young militarist, dressed in samurai armor, goes with his mother to the Shinto shrine on his seventh birthday. He is the brother of the boy opposite. His mother still wears Japanese kimono and clogs. Three, five and seven are Japan's lucky numbers.

Return of a Japanese soldier from Manchuria brings a smile from his wife and embraces from his children. The Army's Asiatic ambitions are unpopular among Japan's peasants, who foot the bills in high budgets, low standards of living, sons and husbands in the ranks.

Army officers in Japan form a class to themselves, are fanatically patriotic, dream of building a great Asiatic empire. They see enemies in Moscow, friends in Berlin. Upon the success of the politicians in controlling them may depend the peace of the Pacific.



"WONDER IF I'M GOIN' TO LIFE'S CAMP THIS SUMMER . . . "

Life Camps

FOUNDED 51 YEARS AGO, THEY WILL BE STILL CARRIED ON BY LIFE

When the Publishers of TIME acquired the Comic Weekly, *Life*, they found that they had also acquired a responsibility for thousands of boys and girls. For they had taken over a 51-year-old charitable enterprise, Life's Summer Camps for underprivileged children.

The Publishers of the new LIFE carefully investigated this project of the old *Life*. They discovered a solid, sound organization, respected for its long record of intelligent, successful work with children. That discovery strengthened a resolution—the new LIFE would not let the old *Life* down—Life Camps would go on.

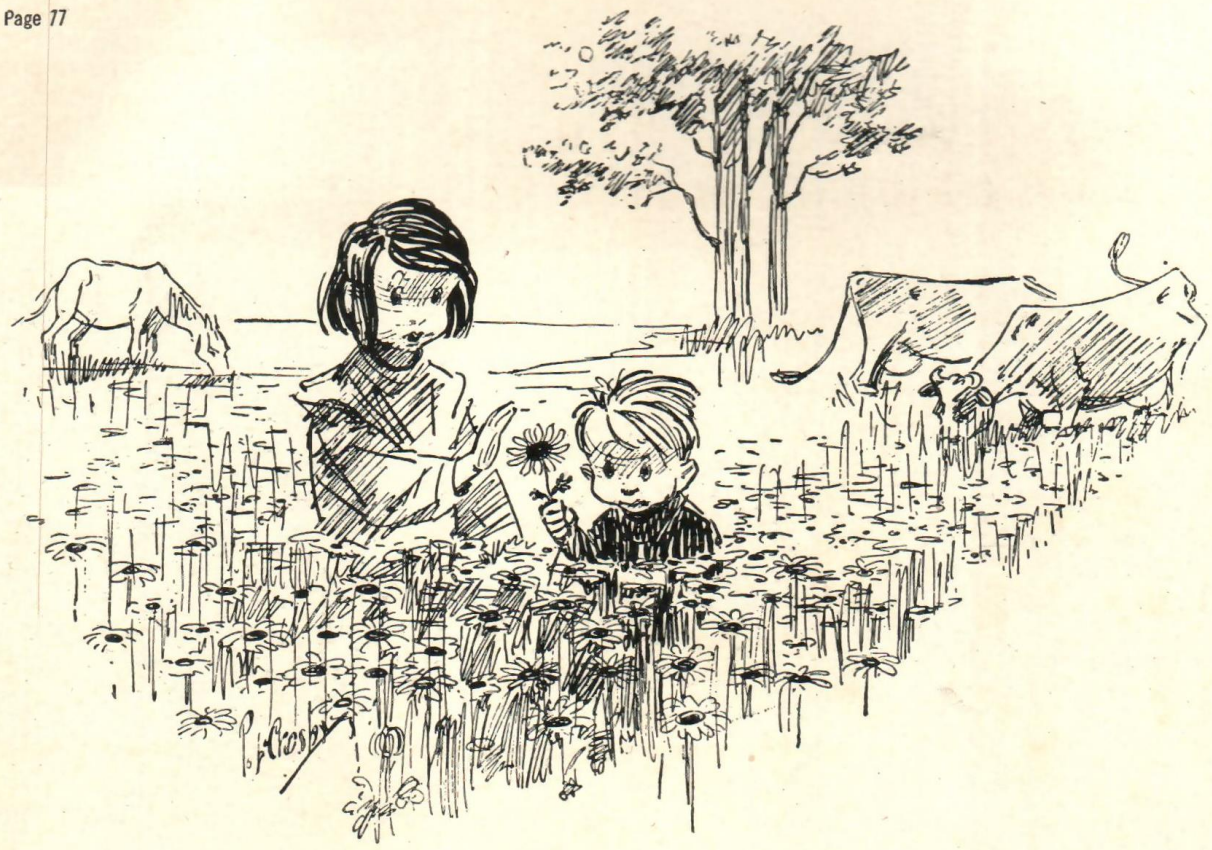
To the longtime loyal contributors to Life Camps, little explanation of the Camps is needed. So sympathetically did these contributors endorse the Life Camp idea that year after year they sent contributions with little urging beyond the appeals of famed *Life* artists, such as those which appear on these pages—the work of Charles Dana Gibson, P. G. Crosby and J. R. Shaver.

LIFE's new audience, however, may not know that Life Camps were started half a century ago by *Life*'s founder, John A. Mitchell, were carried forward through five decades by the contributions of men and women the country over, who felt warmly that the whole idea was as much their idea as *Life*'s.

That idea went further than getting slum children off city streets into the country. To stronger muscles and tanned skins had to be added the character ingredients which would help carry the children through the rest of the year, back in their city environment. And these ingredients Life Camps supply.

Life Camps open July 1, and to Branchville, Conn., to Pottersville, N. J. and Matamoras, Pa., a parade is about to start whose length depends on your generosity.

LIFE's staff photographers are being sent to Life Camps during July and with their pictures LIFE-Will-Go-to-a-Party later in the summer, so that you can see and enjoy what goes on there.

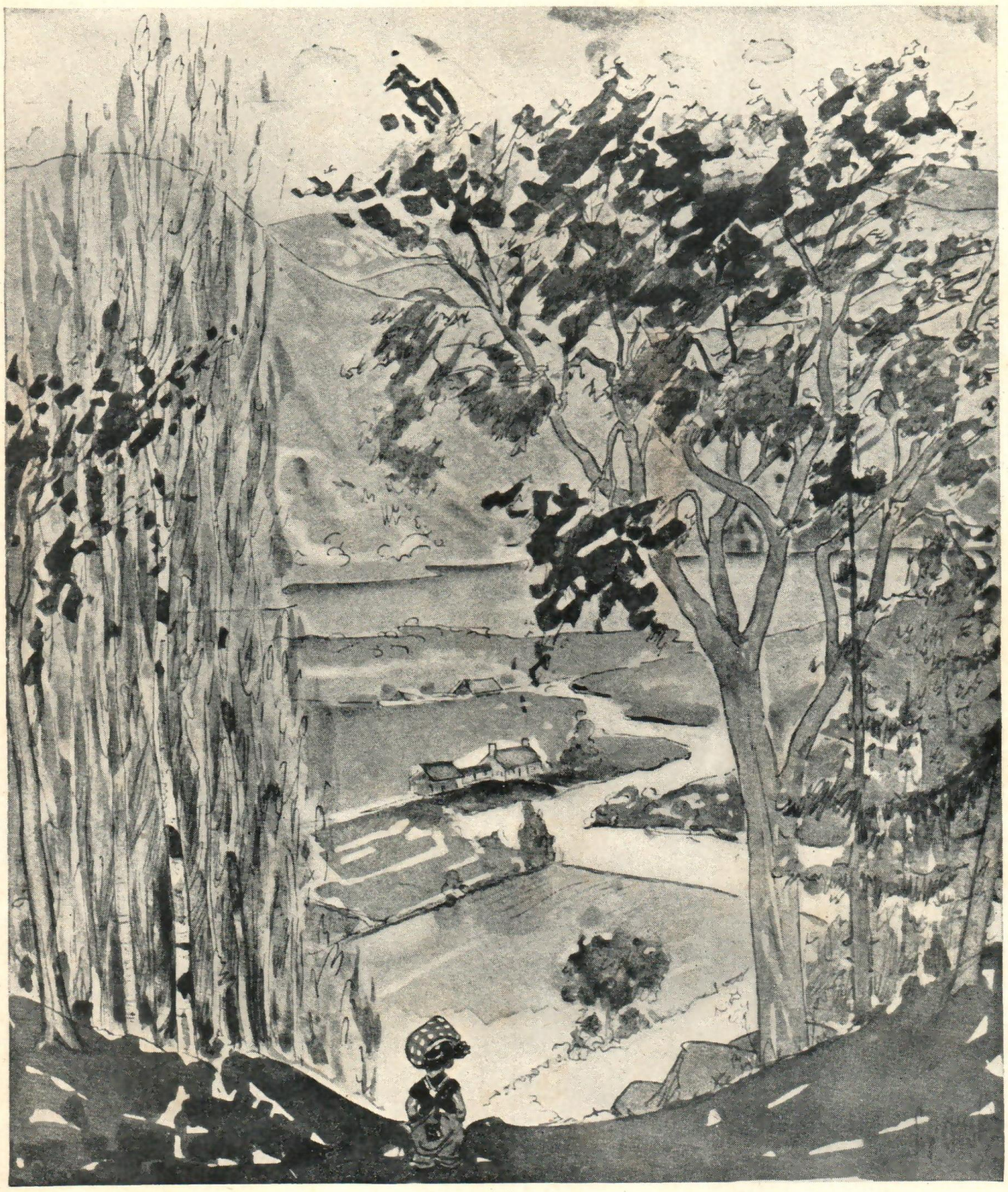


"PUT IT BACK! DO YA WANTA GET SENT BACK TO THE CITY?"

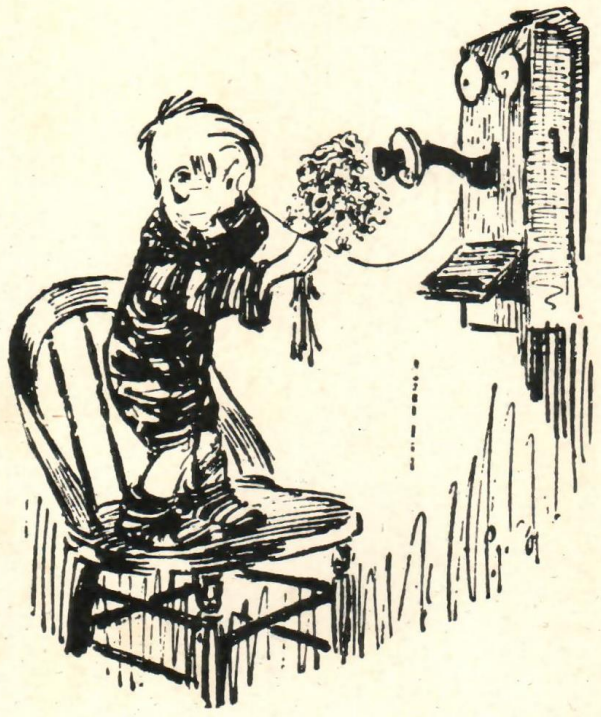
This year all administrative expenses will be paid by LIFE's Publishers so that every dollar contributed will be converted completely into one full day of country fun for one boy or girl. It takes $14 to keep a child in Camp for two weeks—and whether your contribution be $14 for a fortnight or $1 for a day, or more or less, LIFE will feel that, just as half a century ago a small group of friends joined forces with John A. Mitchell to give unfortunate children their chance for a few brief weeks, you will have joined forces with the new Publishers to give summer a new meaning to needy children.

When LIFE's photographers Go-to-a-Party at Life Camps next month, with their pictures will be published the list of contributors. LIFE hopes these contributors will consider themselves co-sponsors of the party on LIFE's pages.

If you have no envelope handy for your contribution, use this postage-paid subscription envelope to send either cash or check to LIFE's Circulation Department, which will relay the money to Life Camps. But please indicate clearly that your money is enclosed to send a child to Camp, since the envelope is designed primarily for subscriptions.



"GEE, IT'S SO BEEYOOTIFUL I'D LIKE TO GIVE SOMEBODY A SOCK IN THE JAW."



"MAMA, I'M CALLING UP FROM LIFE'S CAMP. SMELL THE FLOWERS I JUST PICKED."

"YOUR—DARN—FLOWER—BIT—ME—SO—I'M—GOIN'—HOME!"

Dirty oil can be just as expensive as too little oil. That's why wise car owners take *two* looks at the measuring stick.

Black, tarry-looking oil means that your engine is no longer getting filter protection... *it needs a new Purolator.*

Car manufacturers who install Purolators at the factory give you this protection because they know how quickly dirt, hard carbon and metal particles get into your crankcase, and how quickly these abrasives can damage bearings, valves and cylinder walls. They know that a *genuine* Purolator filters *all* dirt out of your oil so thoroughly that it retains its clean, clear color for thousands of miles. That's one reason why 90% of all factory installed oil filters are *genuine* Purolators.

In time your oil filter becomes full of destructive sludge and must be renewed. Your garage or service station man can attend to this in a few minutes. If your car is not already Purolator equipped, he can take care of that, too. Insist on a *genuine* Purolator. Motor Improvements Inc., Newark, N. J., Makers of

PUROLATOR
The Oil Filter On Your Motor Car
LICENSED UNDER SWEETLAND PATENTS

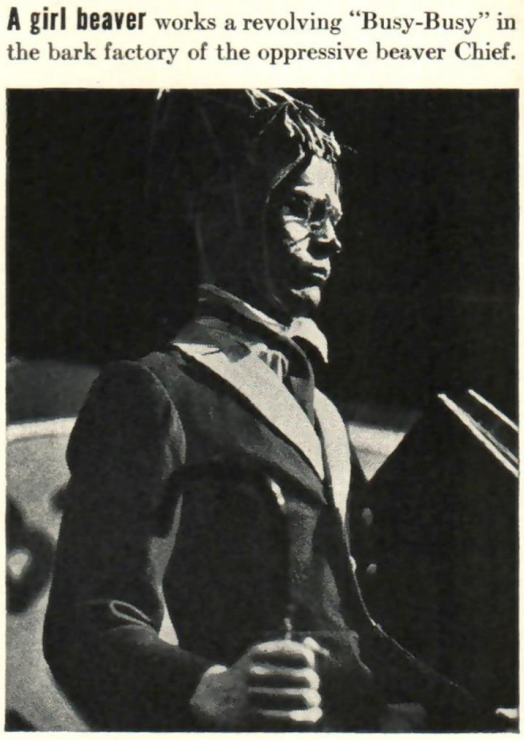
MOTHER GOOSE JOINS THE UNION

WPA Theatre stages a leftist fantasy called "The Revolt of the Beavers"

LONG EXILED BY THE WICKED BEAVER CHIEF, THE BEAVER PROFESSOR RETURNS TO BEAVERLAND

Feeling that children's plays should interpret the social scene as well as entertain, the Federal Theatre in New York has produced a revolutionary Mother Goose tale called "The Revolt of the Beavers." In it the class struggle is reflected in terms of some badly downtrodden beavers. Oppressed by their wealthy beaver Chief and his armed forces of policemen and soldiers, the working beavers, who are never given enough bark to eat, organize in a union and overthrow their exploiter. "Mother Goose," reported Brooks Atkinson, drama critic of the New York *Times*, "is no longer a rhymed escapist. She has been studying Marx." The play's four weekly matinees at the Adelphi Theatre are attended largely by school children. A Brooklyn group, queried as to their reactions, turned in some highly appreciative comments on the play. "I like the Chief because he made me laugh but I didn't like the way he treated the beavers," was a typical verdict.

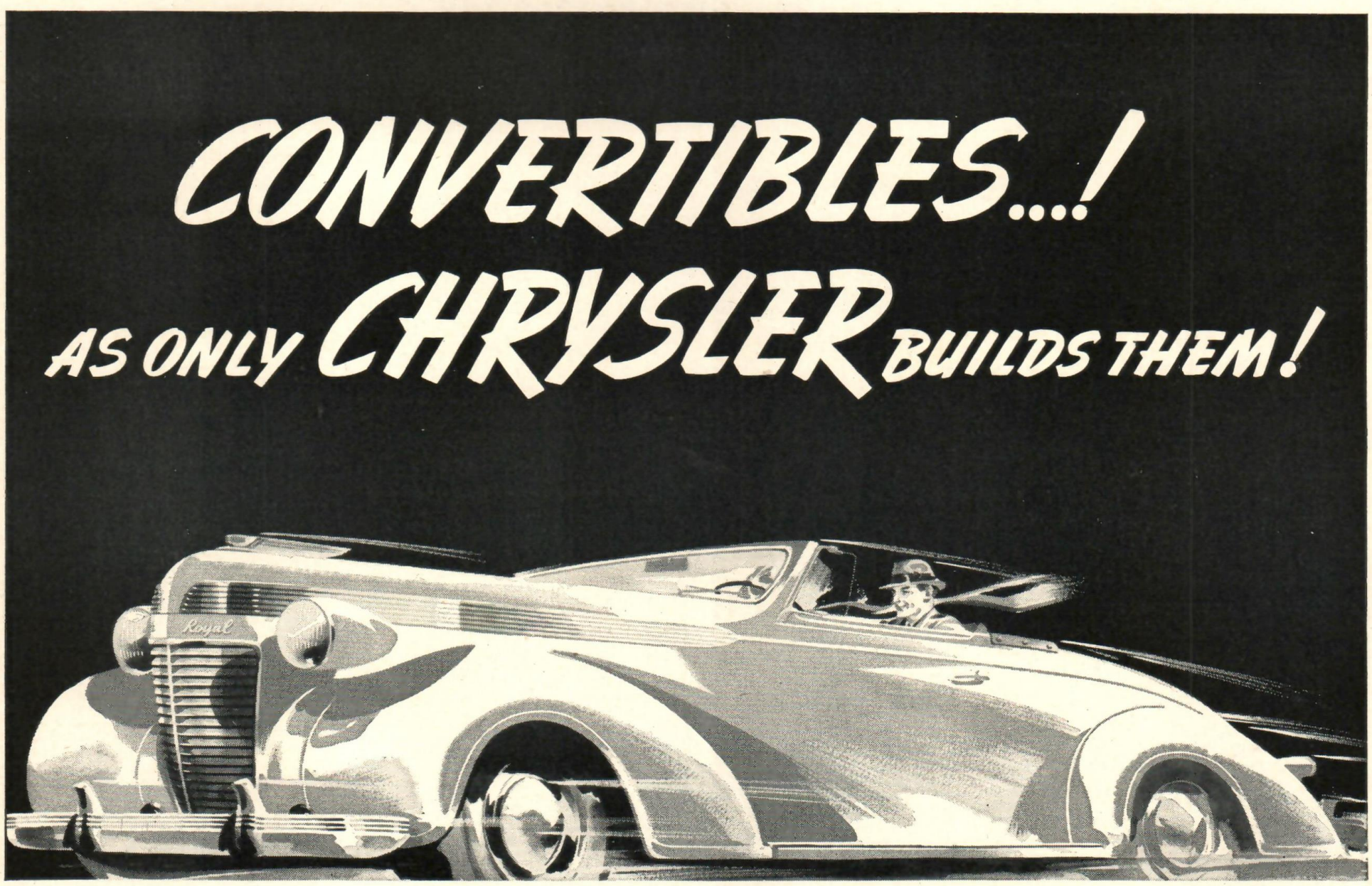
A girl beaver works a revolving "Busy-Busy" in the bark factory of the oppressive beaver Chief.



The beaver Professor does his best to reform the wicked Chief by reading moral stories to him.

Surrounded by beavers and by two child visitors to Beaverland, the Professor reads fantastic stories to them which children in the audience also enjoy.

CONVERTIBLES...! AS ONLY CHRYSLER BUILDS THEM!



ALIVE WITH THE SPIRIT OF YOUTH...FLAIR IN EVERY LINE

THE SPORTIEST THING on wheels is a Chrysler convertible coupe or sedan!

It's not only rakish, smart, sleek and lithe... it's a rugged, sturdy, take-it-and-like-it sort of car... such as no convertible ever was before.

The secret lies in the scientific approach of Chrysler engineers. They worked out an extra frame... an extra X-type girder construction built right into the floor of the body. This, with the regular frame of the chassis, gives Chrysler convertibles the rigid strength other convertibles lack... makes this sporting type really practical.

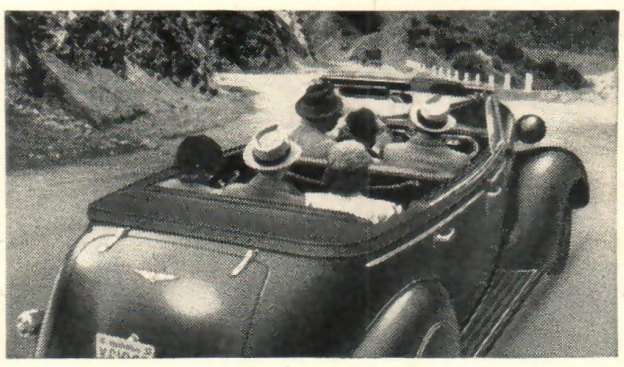
SQUEAK PROOF...RATTLE PROOF ... QUIET AS A CLOSED CAR!

Those trim, tailored tops literally vanish when down... fold into deeply recessed compartments... give a straight sweep to the dashing Chrysler lines.

Add to all this... Chrysler power... Chrysler get-away... Chrysler's Floating Power smoothness... hydraulic brakes...

CHRYSLER TOPS 'EM ALL!

TOPS THAT FOLD LIKE MAGIC... COMPLETELY OUT OF SIGHT!...



Aero Hydraulic Shock Absorbers... and perfectly balanced weight distribution! The result is the most thrilling ride on wheels. Get into a Chrysler convertible and see for yourself!

CHRYSLER INVADES THE LOW-PRICED FIELD!

Time payments to fit your purse on official Commercial Credit Company plan.

☆ **CHRYSLER ROYAL** . . . *Invades the low-priced field* . . . Ten body types.

☆ **CHRYSLER IMPERIAL** . . . *Now in the medium-price field* . . . Six body types.

☆ **CHRYSLER AIRFLOW** . . . *America's most modern motor car* . . . Sedan and Coupe.

☆ **CHRYSLER CUSTOM IMPERIAL** . . . *Chrysler's finest* . . . Sedan and Sedan-Limousine.

Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10:00 P. M., Eastern Daylight Saving Time.

"MIGAWD MAMIE look at his shoes!"

Snappy tie, hat just right, pants razor edged—and dirty worn scuffed shoes! Ever see it? Sure you have—some men just naturally forget their feet.

Same with cars—snappy paint job . . . streamlined for beauty . . . ritzy initials on the door—and poor old worn out "crummy" looking tires—My! Oh My!—how that ruins the picture.

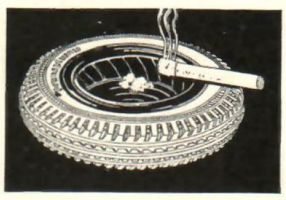
Pennsylvania Tires are made for today's cars—as well as for today's speed. They grip the road—they control the skid—they stop the car—they wear and wear—but they are beautiful too—the world's best looking tires. Yes, Sir!—put a set on your car—and you're all set to "go to town!" You'll like Pennsylvanias.

PENNSYLVANIA
RUBBER COMPANY OF AMERICA, INC.
General Offices and Factory: Jeannette, Penna.
"Fine Craftsmanship in Rubber"

Pennsylvania Tires
"Fine Craftsmanship in Rubber"

SEND FOR THIS USEFUL ASH TRAY

Send 24c in stamps and receive, Post-paid, an attractive white rubber tire Ash Tray. A perfect miniature automobile tire reproduced to exact scale. Size 5½ in. over-all diameter. Attractive ultra-marine glass center. Address:



PENNSYLVANIA RUBBER COMPANY
OF AMERICA, INC. DEPT. 6-B JEANNETTE, PA.

Private Lives

The Duke of Gloucester, who unlike his brothers the Duke of Windsor and the Duke of Kent has always behaved with circumspection, sat right next to Torch-Singer Libby Holman Reynolds at London's Derby Ball. Given at Grosvenor House for the benefit of the Royal Northern Hospital, the ball was enlivened by Miss Holman's throaty singing. Her proximity to the brother of the King of England was definitely in the nature of a triumph for the widow of North Carolina's Smith Reynolds who was fatally shot in 1932. Famed for her rendition of *Can't We Be Friends*, Miss Holman is popular in "café society" (LIFE, May 3) in New York and Hollywood. Her 4-year-old son is worth $7,000,000.

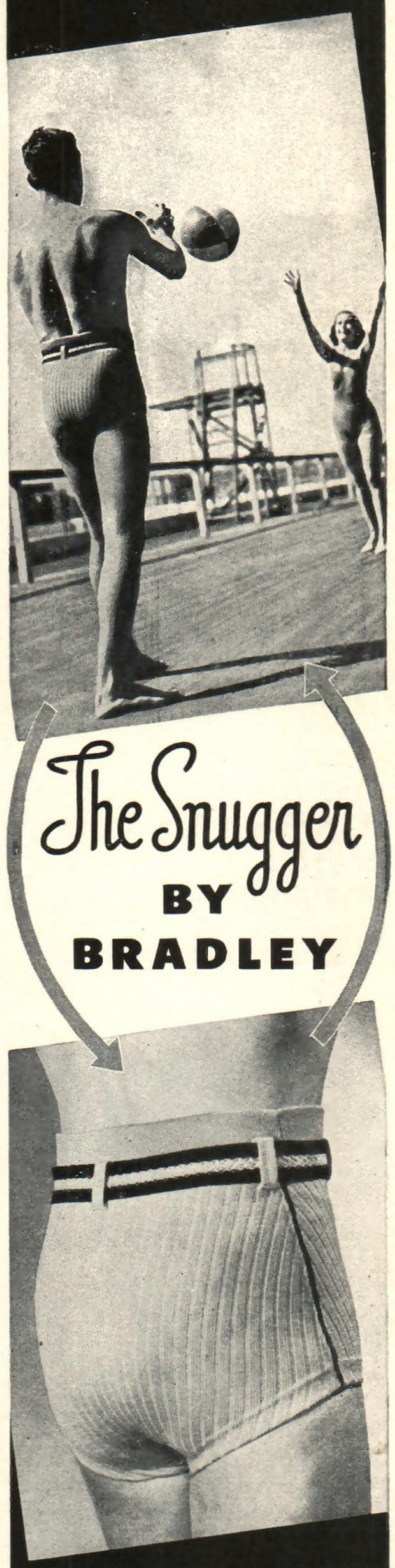
Robert Lill, 13-year-old schoolboy of Evanston, Ill., was arrested in his schoolyard with two of his playmates for having helped steal an automobile. In the last two years Robert has piled up the notable juvenile crime record of 19 arrests for everything from burglary to malicious mischief. But he still bawls amateurishly when he gets caught.

Andrew J. Blakely Jr., Los Angeles 12-year-old, stirred up coast-to-coast commotion when, in an excess of pencil chewing, he inhaled a metal pencil cap. A bronchoscope failing, a radio appeal was made for a similar cap with which to fashion a special forceps. After a flood of wrong sizes the right one turned up and Andrew was deftly decapped.

Joan Bennett, screen actress, met Gene Markey, screen writer, in the summer of 1931 while recuperating from a horseback fall. When they were married the following March in Los Angeles 10,000 fans saw them off on their honeymoon. This month "the perfect Hollywood romance" came to an imperfect ending when Miss Bennett claimed her husband had "spasms of temper," won a divorce.

Helen Wills Moody forsook a tennis court for a court of law when for the first time in her 30 years she was called for jury duty in San Francisco. Listening to a $15,000 damage suit involving a truck death she wore the above pensive expression. "I think the experience derived from jury service cannot be obtained in any other manner and I would like to serve on another," she said.

The Bradley Snugger gives you practically the same freedom and comfort of the "old swimmin' hole" days! Newest of the new . . . smartest of the smart—the Bradley Snugger will amaze even you. (SHE, too, likes her swimming suits styled by Bradley.)



The Snugger BY BRADLEY

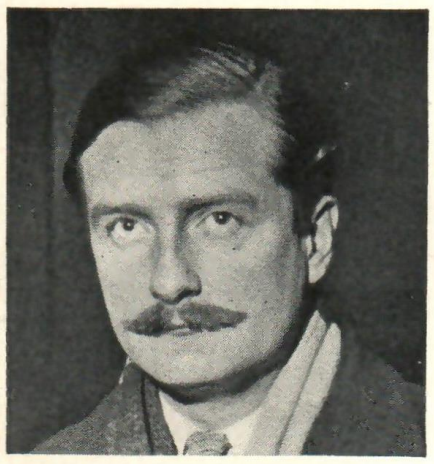
The Snugger is equipped with the famous "Bike" suspensory. Stand on your head or tie yourself into knots—this new kind of supporter will not change position. The smart people, the wise money—all choose the Snugger.

SLIP INTO A BRADLEY AND OUT-OF-DOORS

Private Lives

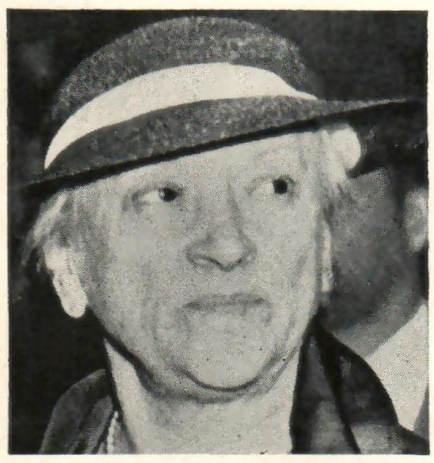
Dolores Hartor, stationery store clerk in Reno, Nev., helped swell that city's marriage rate when at St. Thomas Aquinas Cathedral she married Robert P. Raskob, son of John J. Raskob. She met Robert a year or so ago in Reno where he has been attending his father's mining interests. The latter attended the wedding, bestowed his blessing.

Genevieve Livingston Estes, attractive 21-year-old daughter of a Jacksonville, Florida family, will join the immense du Pont clan with her coming marriage to 22-year-old Nicholas Ridgley du Pont of Wilmington, Del. Because her fiancé is a brother of Ethel du Pont, Franklin Roosevelt Jr. will have a pretty sister-in-law as well as a pretty wife.



Viscount of Corvedale is the new name of Stanley Baldwin's son Oliver since his father gave up Britain's Premiership and became the Earl of Bewdley. An ardent socialist, the new Viscount may retain his seat in Commons until his father's death, when, like the socialist Lord Passfield (Sidney Webb), he will, willy-nilly, sit in the House of Lords.

Col. Ralph Isham, wealthy U. S. bibliophile, will take as third wife Christine, Viscountess Churchill, widow of a former Lord Chamberlain. The Colonel has a way with the British. When Lord Talbot, owner of the Boswell papers, left unanswered a $250,000 bid from Dr. Rosenbach because they had never met, Isham dropped in for tea, got the mss.



Mrs. Juliet Tuttle of Westchester, N. Y. was fined $500 for poisoning a German shepherd dog and an Irish setter. Long interested in animals, she would have her chauffeur drive her around, alight to pick up stray dogs which she later chloroformed. Confessing occasional poisonings, Mrs. Tuttle declared that she never bestowed such attentions on dogs "that appeared to have a home."

Ekaterina Georguvna Djugashvili, 77-year-old mother of Stalin, died on June 4 at her home near Tiflis, Georgia. Wife of a shoemaker, she wanted her son to be a priest, called him "Soso"—a nickname by which she meant nothing derogatory. Son Stalin twice widowed, is reported engaged to Mme Irene Sebiova. When he visited his mother in 1935, she cooked him a jar of nut preserve.

HELP WANTED

GENTLEMAN who is very particular about his drinks wishes a gin that really *mixes*. Does not like gin taste or odor in Tom Collins, rickeys, etc. State experience, wages required, age, etc.
Box 246, Gazette-Times.

Dear Mr. Box 246 -

I wish to apply for the position described in your advertisement in the Gazette-Times. You are just the kind of employer I like- a gentleman of discrimination. Obviously you are American, for American gentlemen say gin mixes only if it neither tastes nor smells in the finished drink.

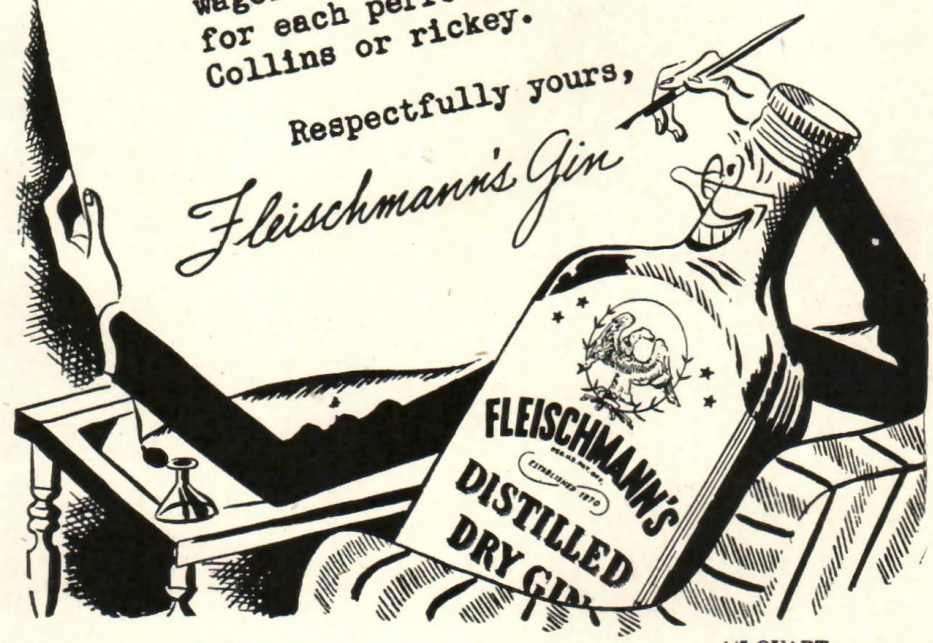
I am an American - in fact the ORIGINAL AMERICAN GIN and am especially made for mixing.

I have many splendid references from other gentlemen of discrimination like yourself and am sure that I will give full satisfaction.

I was born in 1870 and therefore have many years of experience. My wages are small - only a few cents for each perfectly blended Tom Collins or rickey.

Respectfully yours,

Fleischmann's Gin



4/5 QUART

Fleischmann's
Distilled Dry Gin
The real American Mixer

Distilled from American grain. 90 Proof. The Fleischmann Distilling Corp., Peekskill, N.Y.

AROUND THE TOWN WITH
VIRGINIA ROUNDS
by RUSSELL PATTERSON

I DON'T CARE IF IT IS TEN O'CLOCK IT'S PRACTICALLY THE MIDDLE OF THE NIGHT TO ME
CORN TIPS
Benson & Hedges
VIRGINIA ROUNDS
CIGARETTES
London NEW YORK Montreal
TIP TO THE CALLER
RUSSELL PATTERSON

Quick! Send her a carton of Virginia Rounds. She'll forget your faux pas when she tries V R's unique CORN TIPS. They never mar her lip make-up or tear lovely lips—and that's a beauty tip she'll be thankful for. And Virginia Rounds' smooth flavored Virginia tobaccos will make you an "old smoothy" to her.

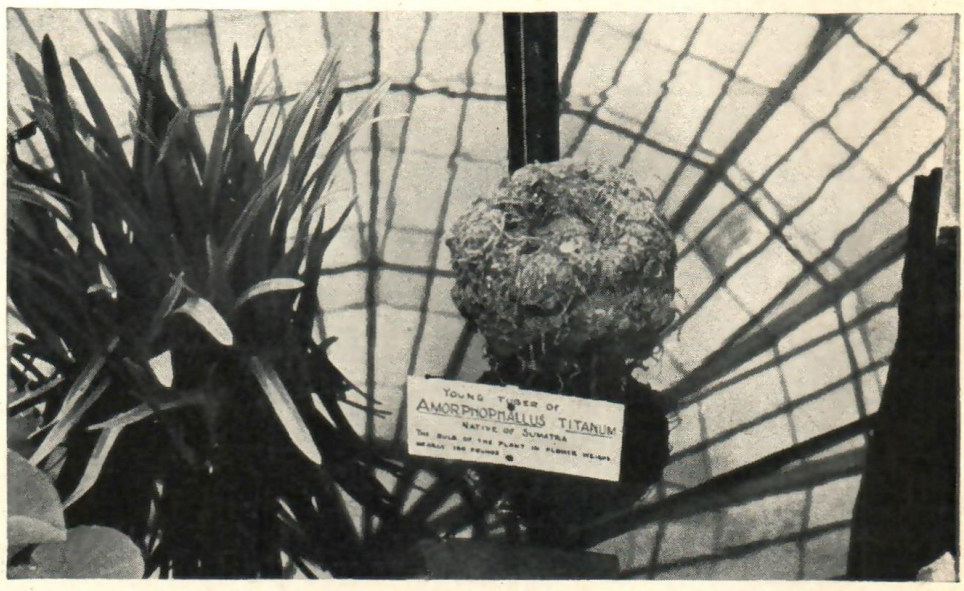
LONDON • MONTREAL BENSON & HEDGES NEW YORK • NEWPORT

Its keen tang is a matter of geography

White Rock comes from only one place on earth . . . the White Rock Mineral Springs at Waukesha, Wisconsin . . . over on the alkaline side

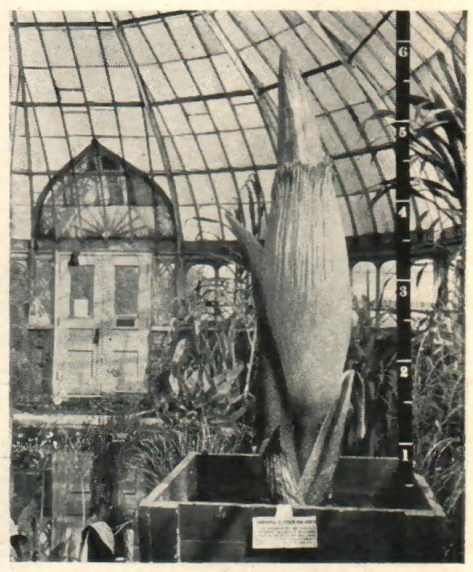
White Rock
BETTER FOR YOU

KRUBI, THE WORLD'S LARGEST FLOWER

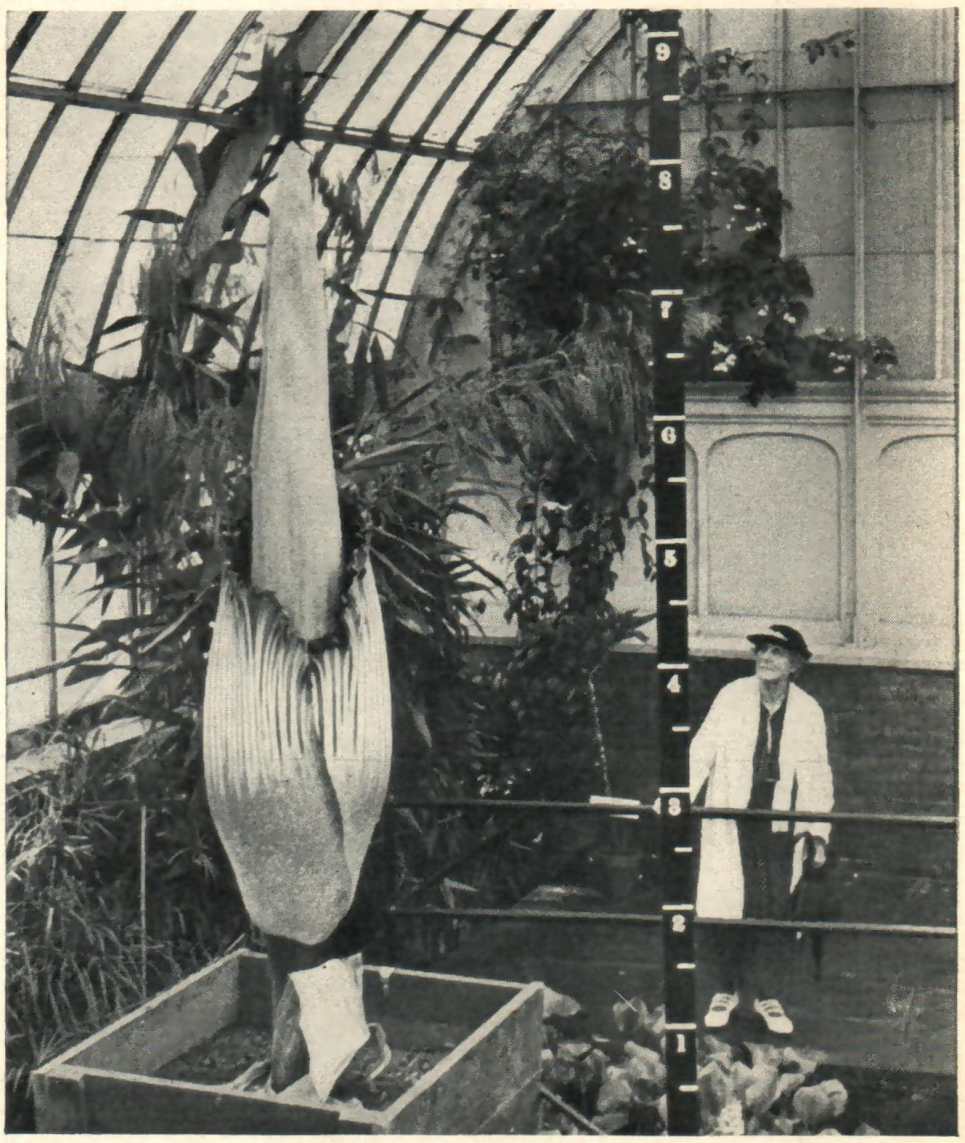


1 From this cubic foot of bulb grows the huge flower you see on the opposite page. Found in Sumatra, where natives call it the Krubi, it takes about twelve years to flower.

2 Every 18 months the green Krubi starts out looking like a giant ear of corn.



3 Emergence of the yellow spadix (at 6 ft.) indicates the plant will shortly bloom.

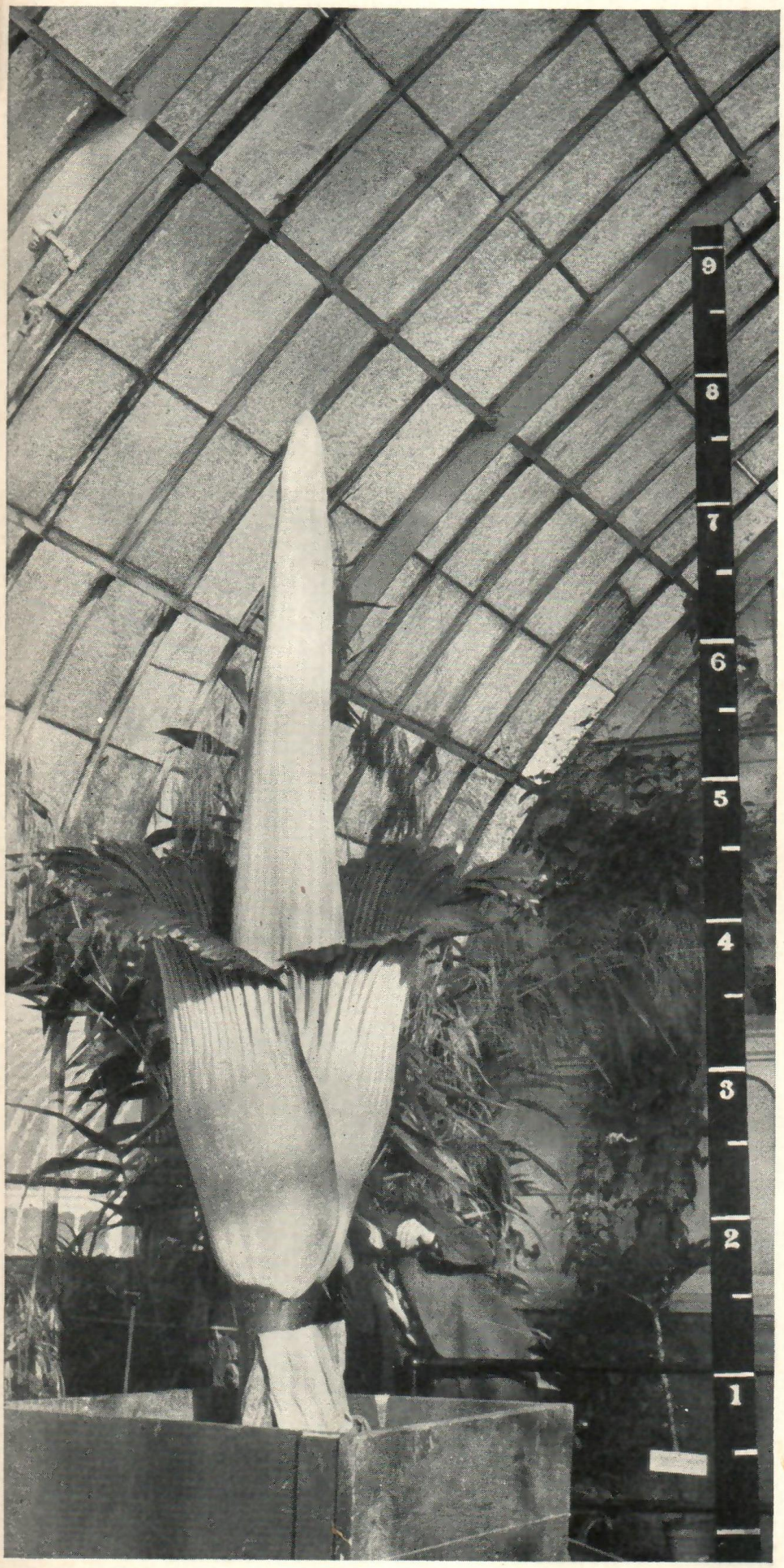


4 Up shoots the mighty spike to 8½ ft. to become the biggest spadix in the world. The leaf, which grows and dies every year and a half, has now wilted to the ground.

BLOOMS AT NEW YORK BOTANICAL GARDEN

Jungle plant sets American record amid awful smells

The world's largest flower, *Amorphophallus titanum*, reared its spadix to record heights and flared into tremendous blossom on June 8 at the New York Botanical Garden. A potent discharge of carrionlike gases accompanied this impressive sight. Industrious botanists and pressmen present retreated before the stink but soon returned to study this Sumatran plant flowering for the first time in America. No more astounding than its rapid growth was its sudden decline. The week before flowering it rose 2½ ft. to its 8½ ft. maximum. When it bloomed, the flower, green outside, maroon inside, spread to 12 ft. in circumference in the form of an inverted bell. The bloom flourished and smelled for two days, then died. *Amorphophallus titanum*'s evil smell is nature's way of attracting carrion insects to it for pollination. They hop on the male flower at the base of the bell, collect pollen, carry it to the female flower.



5 The full bloom of the Krubi shown here lasted only two days. The green and maroon sheath was then chopped up. Small strips were distributed to botanists for analysis.

HOW TO GET PERSONAL FIT HOSIERY

Women ask, "How can I get Personal Fit Hosiery? Must I wait to be approached before I can place an order?" The best thing to do is walk briskly to the phone, look up Realsilk, call and say: "Will you send a representative?" The representative comes with a simple little measuring gadget with which you take the essential five measurements. You see the new shades. You choose. Your order is filled from hundreds of different patterns constantly in process and sent to you.

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When women say, "I didn't know you could get 'that look' with stockings"—then you know you've got something. Realsilk Personal Fit Hosiery gives a plus style. It fits. It wears. It gleams. It strikes an accent of subtle elegance. To give you the perfect fit, Realsilk requires five measurements instead of one—ankle, calf, top and length—as well as foot size. Try Realsilk just once for 'that look'.

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and not for the Millions...

but for the select class of connoisseurs of truly fine cognac. This superb 15-year-old brandy is available in limited quantities —and yet, you'll find the price pleasingly popular.

★

86 PROOF

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COGNAC
Finest French Brandy

Your Guide to NATIONAL DISTILLERS *Good Liquors*

NATIONAL DISTILLERS PRODUCTS CORPORATION, SHAW IMPORT DIVISION, NEW YORK

WHAT A DIFFERENCE the appearance of long, dark lashes does make! Pale, scanty lashes can be instantly transformed into lovely, luxuriant fringe with Maybelline Mascara.

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LIFE'S PICTURES

Among throngs of excited Frenchmen waiting for an unknown flyer named Lindbergh to land on Le Bourget field in May, 1927 was a 22-year-old Texan reporter for the Paris *Herald*. He was one of the men who hauled Lindbergh out of the cockpit, drew off the crowd with a ruse to permit his escape. Last March this same Texan, Jack Glenn, now a director for THE MARCH OF TIME, returned to his native State, put on a gas mask, directed his cameramen to take the dust-storm pictures you see on pages 62–65.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (*left to right, top to bottom*), and line by line (*lines separated by dashes*), unless otherwise specified.

10—SOIBELMAN, W. W.—SOIBELMAN—INT.. W. W., ACME.
11—*Lt.* W. W., *t.* UNIVERSAL NEWSREEL *from* SOIBELMAN, *cen.* W. W., *bot.* SOIBELMAN.
13—W. W.—KEY.—INT.
19, 20, 21, 22—WM. VANDIVERT *exc. t. lt. p. 21* A. P.
23—W. W.
24—A. P.—COSMO-SILEO—*cen.* W. W., *rt.* © 1937 NEW YORK TRIBUNE INC. *Courtesy* NEW YORK HERALD TRIBUNE.
25—ACME, R. NYMEYER (2)—A. P. (2), N. Y. WORLD-TELEGRAM—W. W.
26—MARTIN MUNKÁCSI.
27—HANSEL MEITH-OTTO HAGEL—A. P.
28, 29—REX HARDY, JR.
30—*T. & l. rt.* REX HARDY JR., *cen. & bot. lt.* M-G-M
31, 32, 33—M-G-M *exc. l. rt. p. 32* M-G-M *by* GRIMES.
34, 35—EISENSTAEDT-PIX *exc. l. rt. p. 34* HANSEL MEITH-OTTO HAGEL.
36—EISENSTAEDT-PIX—HANSEL MEITH-OTTO HAGEL.
37—HANSEL MEITH-OTTO HAGEL *exc. cen. lt.* EISENSTAEDT-PIX.
38—EISENSTAEDT-PIX *exc. t. lt. & cen. lt.* HANSEL MEITH-OTTO HAGEL.
39—EISENSTAEDT-PIX.
40—EISENSTAEDT-PIX *exc. bot.* (2).
45, 46—HANSEL MEITH-OTTO HAGEL.
48—BONNEY.
53, 54—INT.
56—A. P.
60—FERNAND BOURGES.
61—HARRY BENNETT.
62—AERIAL EXPLORATIONS.
63, 64—MARCH OF TIME.
65—© RESETTLEMENT ADMINISTRATION.
69—P. I.
70—W. W., *cen. & l. lt.* INT., *l. rt.* A. P.
71—P. I.
72—INT.—W. W., NATORI *from* B. S.—INT.
73—M. HORINO *exc. bot. cont. from p. 72* INT.
74—INT.
75—NATORI *from* B. S. *exc. l. lt.* W. W.
78—WPA FEDERAL THEATRE PHOTOS.
80—INT.—INT., W. W.—W. W.
81—INT., A. P.—A. P., U. & U.—ACME, INT.
82—BERNARD HOFFMAN *exc. cen.* (2) *courtesy* NEW YORK BOTANICAL GARDEN.
83—BERNARD HOFFMAN.
84—MARCH OF TIME.
86—A. P.
88, 89, 90, 92—WM. VANDIVERT.

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—to restore* and revitalize falling, lifeless, lustreless hair

Now Available In your Home, Barber Shop, Beauty Shop and Local Hair-Growing Salon

● Therapeutic Method for Hair Growth Developed by Dr. Andre A. Cueto, M. D. Manufactured under patents issued and pending solely by The Crosley Radio Corporation, Cincinnati, O.

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*Except in cases where all the hair follicles have been destroyed—which cases are rare.

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Instantly Relieves Itching

It instantly relieves intense itching and kills the fungi it comes in contact with. Aids healing of the red, raw, cracked, peeling or blistered skin between the toes and on the feet. Don't accept a substitute for Dr. Scholl's SOLVEX. Sold at all Drug, Shoe and Dept. stores, 50c, $1.00 jars.

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HOOD SPEED SHIELD
An extra cushion of special red rubber, cord-reinforced, to absorb road shocks, and provide a stronger union between tread and carcass.

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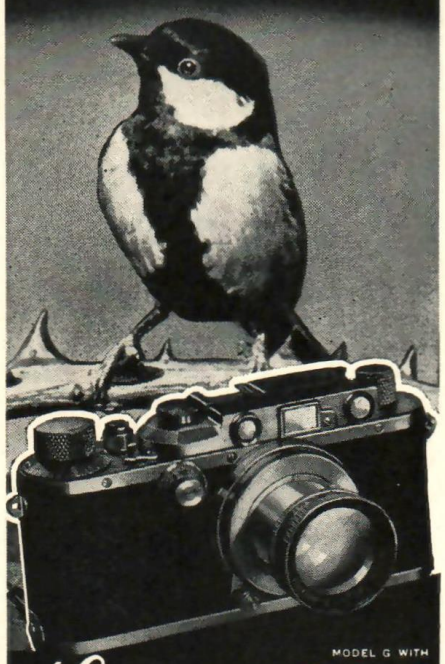

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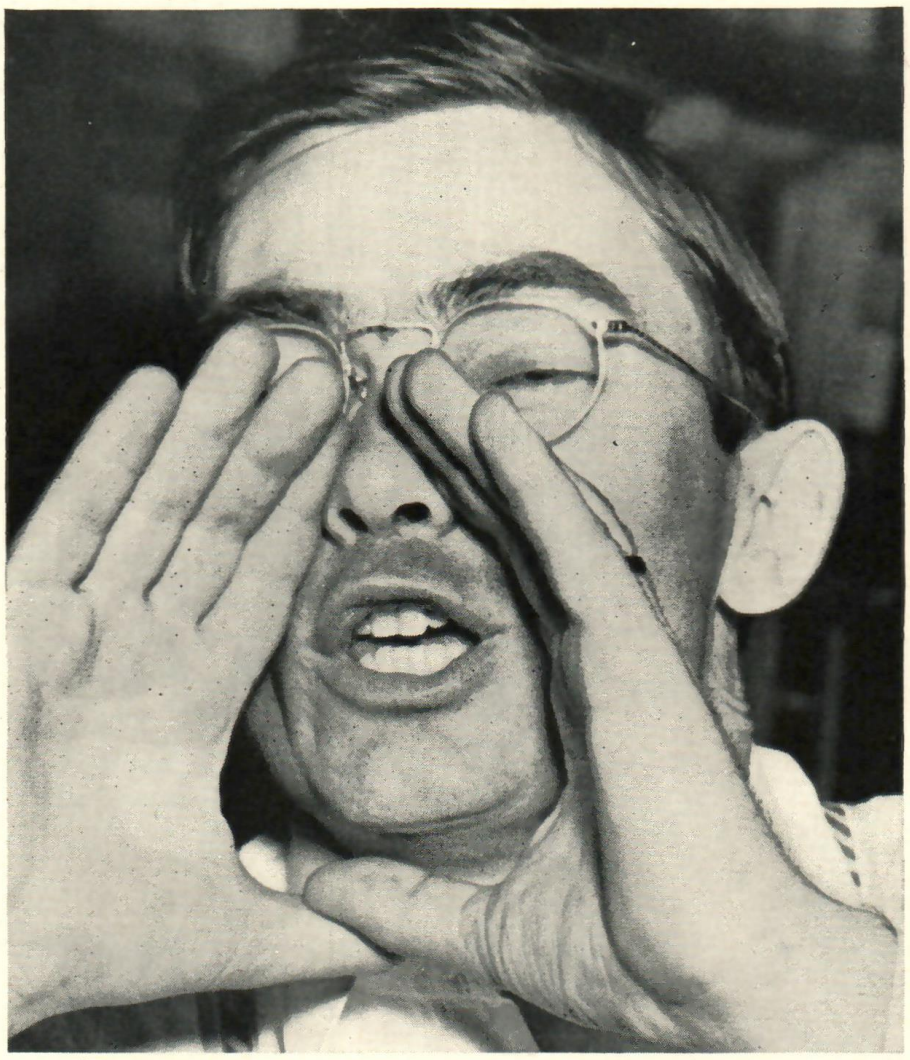
BAYOU BELLOWER: LOUISIANA REPRESENTATIVE ROBERT MOUTON

THE HOG CALL VS. THE BAYOU BELLOW

These two Congressmen are rehearsing for a vocal battle to determine the "great American holler." Representative Robert Mouton (*above*) of Louisiana insists that the "bayou beller," a long, slow "*Eh, la-bas*" which is used as a greeting in parts of his State, is the most compelling sound known to man. Representative Otha D. Wearin of Iowa champions the hog call, which goes "*Sooooo-eeeee.*" They plan to shout it out on the Capitol steps.



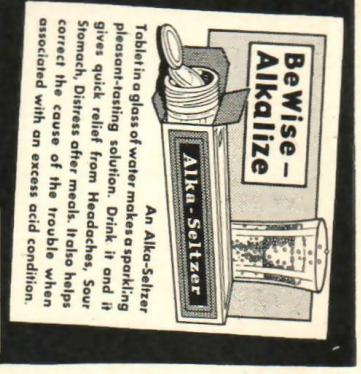
HOG CALLER: REPRESENTATIVE OTHA D. WEARIN OF IOWA

Alkalize with Alka-Seltzer

HEADACHE
NEXT TIME I HAVE A HEADACHE, I'LL KNOW JUST WHAT TO TAKE
FOR HEADACHES, ALKA-SELTZER SURELY TAKES THE CAKE
UPSET STOMACH
LAST YEAR MY UPSET STOMACH ALMOST SPOILED OUR TRIP
NOW WE PACK ALKA-SELTZER IN OUR LITTLE GRIP
MORNING AFTER
I DIDN'T FEEL LIKE FISHING WHEN I AWOKE TO DAY
GREAT STUFF, THAT ALKA-SELTZER, TO CHASE THE CLOUDS AWAY

AT ALL DRUGGISTS

30¢ 60¢ SLIGHTLY HIGHER IN CANADA



Tablet in a glass of water makes a sparkling pleasant-tasting solution. Drink it and it gives quick relief from Headaches, Sour Stomach, Distress after meals. It also helps correct the cause of the trouble when associated with an excess acid condition.

An Alka-Seltzer

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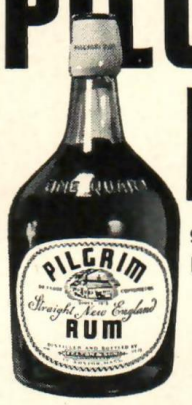
PILGRIM RUM



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Romance Mountain Style . . . Advertising's gift to Hollywood, magazine cover gal, Terry Walker and John Howard find love beneath that bee-oo-tiful mountain moon.

Hill-billy Swing Kings . . . Maestros of mountain melody, the anti-razor trust of swing, swing into hair-raising ditties in that hirsute history of the hills, "Mountain Music."

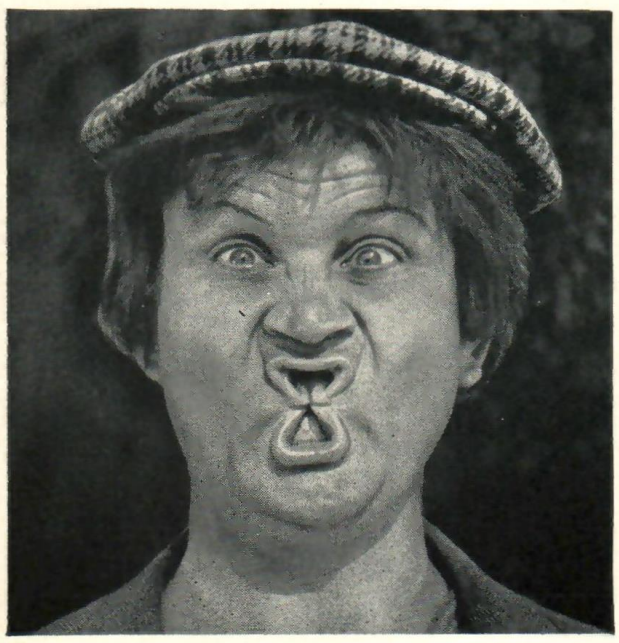
LOVE COMES ROLLIN' DOWN THE MOUNTAIN

Streamlined... Terry Walker invokes mountain muses from a pleasant trout stream on the Paramount lot. Miss Walker, the ripples' choice!

It's a Fake... The script writers have written a shotgun wedding, mountain style, into this saga of the hills . . . And Bob Burns seems to be elected . . . Bob says he never saw the lady a'fore, and, anyway, Martha's his gal!

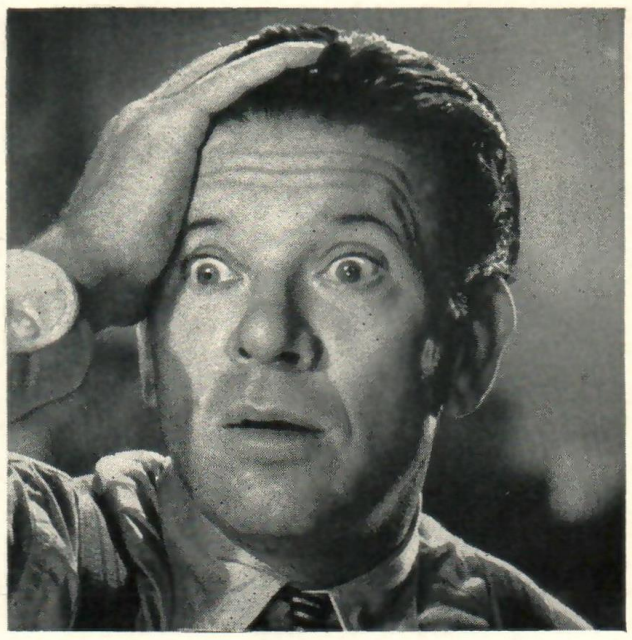
Quite a Proposition... Bob's heart is set on the lass of the open heart and the wide open mouth, Martha Raye. Martha has heard this one before.

FACES IN THE MOUNTAIN DEW . . .



Beauty is Only Skin Deep . . . says possessor of prolific panorama above, Rufe Davis, newest addition to Hollywood hysteria, the lad with the elastic face.

Open for Business... Martha Raye, roaring songstress of the Hollywood hills, as the hill-billy's heroine, the little lass who burns Bob Burns with the flame of her sobsongs!



Feature Picture . . . The familiar features of the funniest lad in the U. S. A., Van Buren, Ark.'s Bob Burns, one of reasons why "Mountain Music" in our opinion, is tops!!

Life Goes to a Party

at Cicero, Ill., where Boleslaus Krzystofczyk marries Irene Kaluza in a Polish ceremony at the Catholic Church of the Five Holy Martyrs

Boleslaus Krzystofczyk, of Cicero, Ill. (his employers call him Benny Kriz) does so well that at 23 he makes $100 a month as a clerk in a Chicago brokerage house. Thus on May 29, when he married 21-year-old Irene Kaluza who, like himself, is of Polish descent, he felt able to afford a Polish wedding with all the trimmings. Polish weddings are held in the morning and Benny's big day found him up at 6:30 a. m. By 9, shaved and trimmed by a barber, immaculate in some $30 worth of new clothes including gray jacket and white flannels, he was on his way to Irene's house two miles away. At 10:15, bride, groom and seven attendants drove to the Roman Catholic Church of the Five Holy Martyrs which was decorated with flowers for the rental of which Benny paid $15. For another $15, the Very Rev. Mgr. J. J. Strzycki married them before the bedecked altar shown opposite. Followed a reception for some 300 guests complete with eight-piece orchestra hired for $55. A general dance which persisted until 2:30 a. m. had as its high light the unveiling of the bride by her attendants. During this rite her bridesmaids grabbed for her hairpins, this being the Polish equivalent of catching the bridal bouquet. The girl with the most hairpins is supposed to be the soonest married.

The bride's veil, part of a $110 wedding costume, is here adjusted by Bridesmaid Florence Kosinski before church.

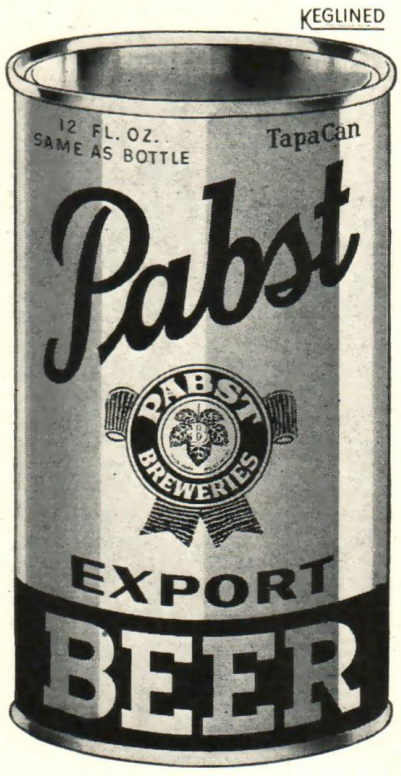
The bride's father, who works at the General Bronze Corporation, sat with the groom's mother during the ceremony at the church. The latter came to this country from Poland about 30 years ago. She does not know much English.

Mass on their wedding day was celebrated by Benny Kriz and Irene Kaluza like most good Catholics. This unusual shot shows Monsignor Strzycki leading the bridal party in prayer during Mass immediately after the ceremony.

Ringbearer John Hodkiewicz Jr., 6, and Flower Girl Bernice Gordon, 5. Someone forgot to bring Bernice to church.

When the sun beats down, Pabst is a satisfying all day companion. Here's a beer you can depend upon—a beer that has its refreshment, purity and wholesomeness brewed into it by ninety-three years of experience.

At work—at mealtime—or at play—there's a heap of cooling comfort ready for you the moment you pour yourself a delicious drink of Pabst from the famous Tapa-Can or handy new style bottle.



© 1937, Premier-Pabst Sales Co., Chicago

Life's Party (continued)

Beer at the bridal breakfast in Irene's home is thoroughly enjoyed by the groom who ordered seven barrels so as to be sure that there would be enough for everyone.

Chicken is relished by the bride while Benny enjoys a Polish witticism. Altogether the 300 celebrants of the wedding consumed 120 chickens and 60 pounds of veal.

This three-foot wedding cake embellished the table of bride and groom at the reception dinner given in the evening at the Hawthorne Park District Community Hall. The cake cost Benny $25, rental of hall $35. As befits a man who works in a brokerage office, he shouldered all expenses, which came to more than $750.

Inexpensive color movies!

—with the new palm-size Bell & Howell

Filmo ONLY $49.50

Many dealers offer an attractive time payment plan

Can you make snapshots? Then you'll be glad to learn that you can now take action movies just as easily—and just as *inexpensively*—with the new palm-size Filmo—using 8 mm. film. And you can make rich, *full-color* movies with the *same camera*. Just sight through the spyglass viewfinder, touch a button, and *what you see, you get!*

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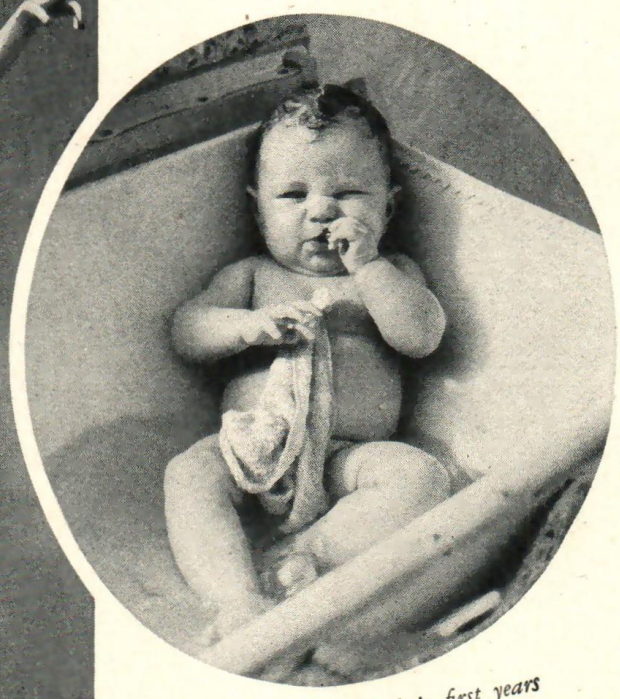

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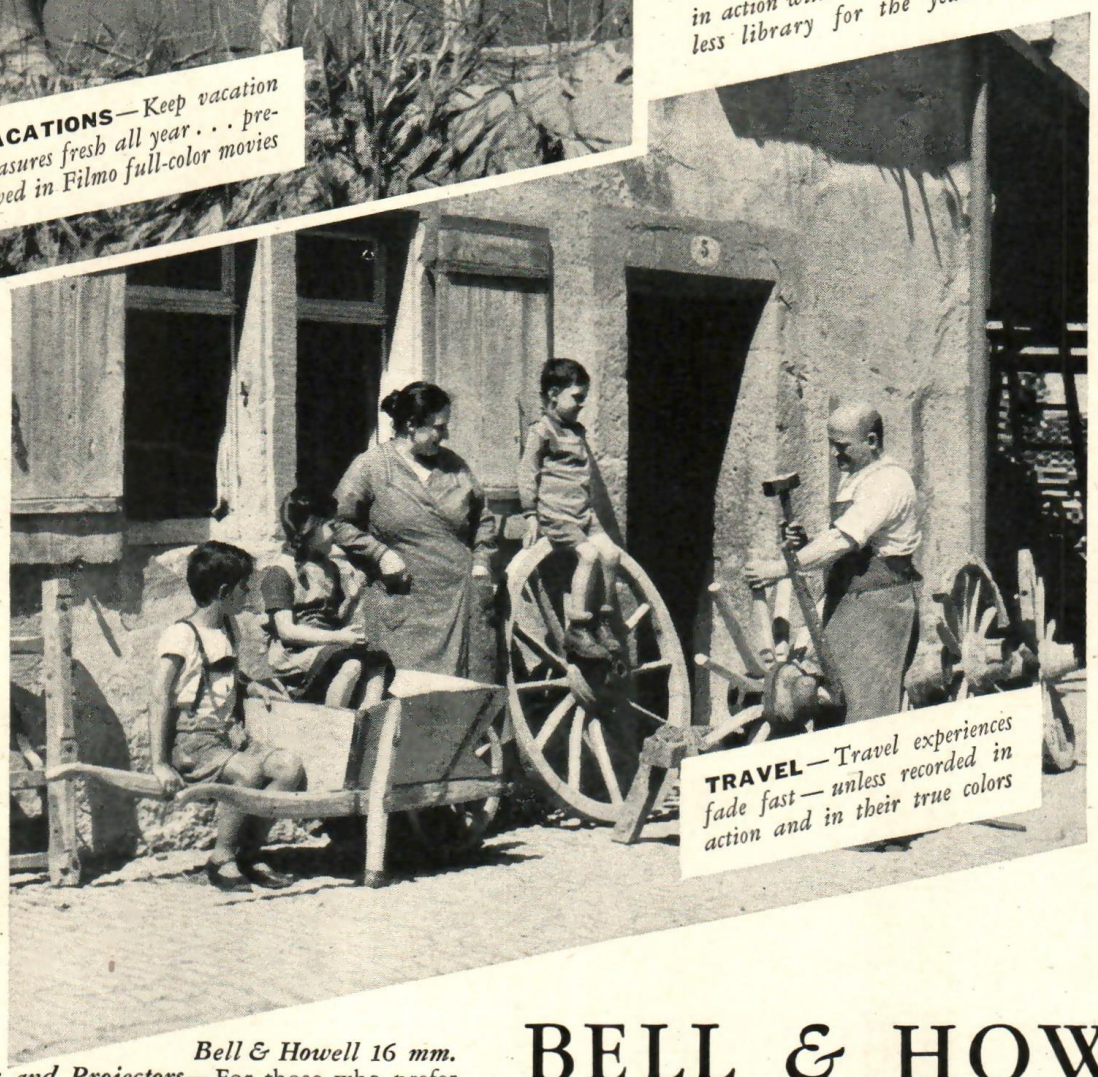

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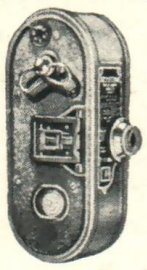

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Every feature you want: Interchangeable Lens, Spring Motor, Three Speeds — Normal, Low, Slow Motion, Visual Mechanical Footage Indicator.

New Keystone Projector

A marvel of compact efficiency giving theatre brilliancy —in color or black and white. Illumination power, cooling system, ease of threading, central control of operation unequalled at anywhere near its price. Fully Achromatic f.1.85 Projection Lens, 1″ Focus. Heavy Base eliminates vibration. Strong Draft directly on Lamp, Electric Rewind.

See Keystone 8 m.m. Cameras and Projectors (also 16 m.m. models) at any good camera or department store.

Write for Booklet

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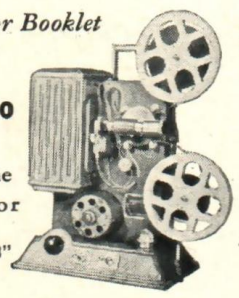

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Life's Party (continued)

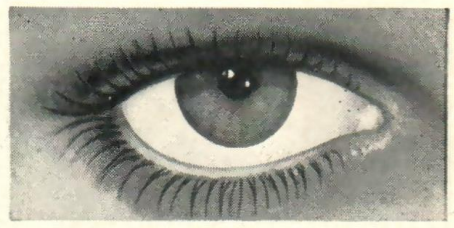
A smacking kiss greets Irene as she starts the bridal dance with Benny. Note the sign on the wall at upper right for benefit of gumchewers.

The Grand March finds Bernice, who missed church but made the reception, leading with Ringbearer John Hodkiewicz whose marcel (*see p. 88*) has completely vanished.

Removal of the bride's shoes after the bridal unveiling, to be used in collecting money towards a cradle for the newlyweds, is a timeworn Polish wedding custom.

CLEAR YOUR EYES!

When Red and Veined From Late Hours . . . Swimming . . . Wind . . . Exposure!



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● Two noted eye specialists discovered this amazing formula . . . Eye-Gene! A couple of drops in each eye will make them so clear, so bright . . . so refreshed and soothed . . . when they're red and dull from fatigue, exposure or over-indulgence! Clears up that ugly, veined look . . . in seconds! Because Eye-Gene contains a special ingredient found in no other eye lotion on the market! Tested and approved . . . and used by thousands! Stainless, too! At all drug and department stores. Ask for Eye-Gene!

EYE-GENE

★ ★

THE definite purpose of LIFE is to inform its readers of what is going on in the world today—to bring them the news which can best be told with pictures.

REAL HELP *in* ECZEMA

To relieve itching and irritation and soothe the angry skin, use Resinol Soap and Ointment.

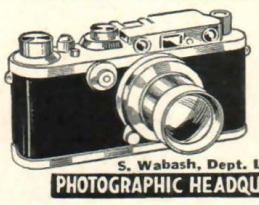
RESINOL

PROMPT AND PROLONGED ACTION

CORNS REMOVED WITH CASTOR OIL

Say goodbye to dangerous razors and clumsy corn-pads. A new liquid called NOXACORN ends pain in 60 seconds. Dries up corn so it comes out quick. Contains pure castor oil, iodine and corn-aspirin. Absolutely safe. Easy directions in every package. 35c bottle saves untold misery. Druggist returns your money if NOXACORN fails to remove any kind of corn or callus. Approved by Good Housekeeping Bureau. NOXACORN

CANDID CAMERA BOOK FREE!



Explains latest inventions in Candid Camera Photography, offers amazing bargains in Candid, Still, Movie Cameras, Enlargers, Lenses, Film, Supplies. **Used equipment accepted in trade.** Satisfaction guaranteed. **Write! CENTRAL CAMERA CO., 230 S. Wabash, Dept. LF-16, CHICAGO, U. S. A.**

PHOTOGRAPHIC HEADQUARTERS SINCE 1899

"Check, please!"

5¢

2 GLASS SIZE
10¢
FAMILY SIZE

Because of the real Root Juices

HIRES HAS A FINER FLAVOR

than imitation root beers

THE different, finer flavor of Hires wins you—the reason for its superiority is that it is made with real Root Juices. Hires holds top place by its sheer superiority. One sip proves it. Order a few bottles from your grocer today or drink it at restaurants or refreshment stands. You'll enjoy its natural, wholesome flavor.

THE R-J ON
THE LABEL IS FOR
YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

It tastes so good – It's good for you

Make your drinks "deliciously different"... make them with

Dagger
JAMAICA RUM

IMPROVE your favorite mixed drinks with the aromatic fragrance and softness of this world-famous Rum. Any drink becomes a better drink when made with Dagger Rum, pride of picturesque old Jamaica for more than a century.

J. Wray & Nephew, Ltd.,
Kingston, Jamaica, B. W. I.
Established 1825

RUM HIGHBALL • RUM COLLINS • RUM JULEP • RUM-ADE • PLANTER'S PUNCH • RUM RICKEY • RUM SANGAREE

97 PROOF

SOLE U. S. AGENTS: Schieffelin & Co.
NEW YORK CITY · IMPORTERS SINCE 1794

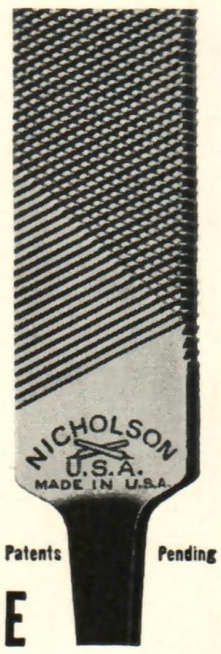
MEN BEHIND THE SCENES

TOUCHING UP PROPELLERS

Whirling at thousands of revolutions per minute, propellers are sometimes nicked by tiny particles of gravel. AA mechanics smooth out the nicks accurately with Nicholson Files, prevent them from developing into fractures.

Help Keep THE FLAGSHIP FLEET Aloft!

American Airlines — largest in the U. S. — could not have carried over a million passengers without good work "behind the scenes". In AA's terminal shops throughout the nation, skilled mechanics use the best of tools to keep "checked out OK" on every ship's report ... American Airlines makes extensive use of Nicholson Files in maintenance, knowing that faster filing, better work and longer life are assured by the new tooth construction of these files, famous among mechanics the world over. Your hardware and mill supply dealers can meet your needs. Nicholson File Company, Providence, R. I., U. S. A.



A FILE FOR EVERY PURPOSE

NOW! a Safety razor built like a BARBER'S "straight-edge"

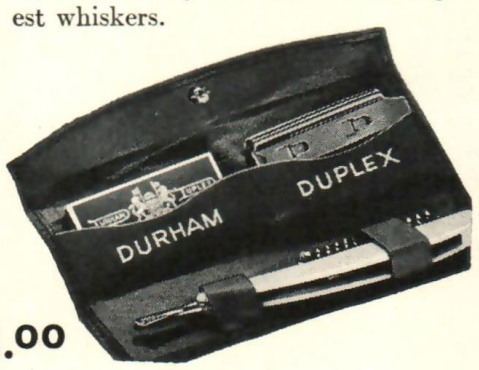
Heavy, keen blade lies flat on face—shaves up and down—won't cut "into" your face...

BARBERS always use a "straight-edge" razor because they know it gives the smoothest possible shave.

Now you get the same kind of shave with a Durham Duplex. Its wide blade of finest Swedish steel cuts at the same perfect up-and-down angle—not *into* your face. Yet it is protected from nicking by a SAFETY guard.

Get a Durham Duplex Razor today. You'll thrill to its delicate balance and the smooth way it shaves off the toughest whiskers.

Complete Durham Duplex Outfit: Durham Duplex Razor, 6 "Hollow-ground" Blades, special Stropping Attachment, in red leather traveling case ... $1. Ask your dealer for this and other Durham Duplex models. Durham Duplex Razor Company, Jersey City, N. J.
In Canada: 50 Pearl St., Toronto, Ont.



$1.00

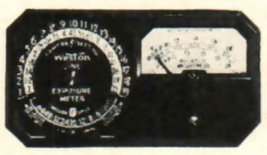
PERFECT MOVIES *with every shot* CORRECTLY EXPOSED

Easy with your camera and the WESTON Ciné Meter

Have *your* movies *professional* looking. *Every* scene on the reel correctly exposed ... clear, sharp, lifelike. It's easy, if you use the WESTON Ciné Meter to give you the correct camera setting for *every* scene you shoot. You'll have no more disappointments, no more badly over- or under-exposed scenes. Every scene ... every frame ... will be of uniform, correct exposure.

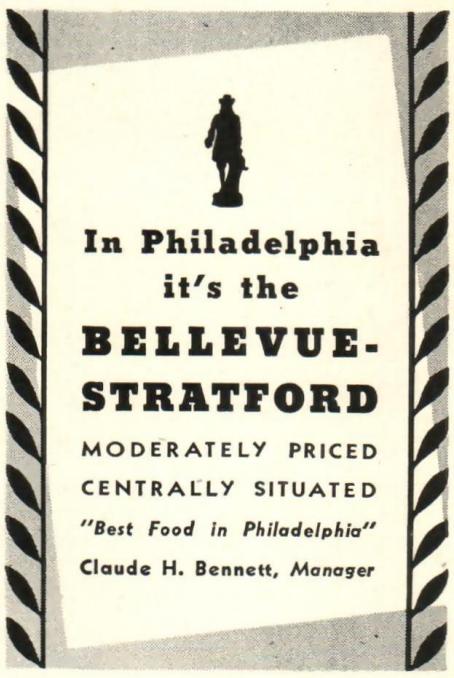
Best of all, the WESTON is compact, and simple to use. Simply point it at the scene, read the camera setting, set your lens and shoot. Ask your dealer to show you the WESTON Ciné Meter, or return coupon for literature.

WESTON

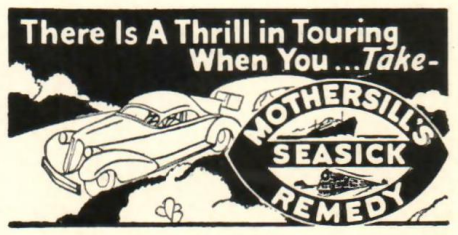


Ciné Exposure Meter

Weston Electrical Instrument Corp.,
630 Frelinghuysen Ave., Newark, N. J.
Send literature on WESTON Ciné Meter.
Name.....
Address.....
City..... State.....



In Philadelphia it's the
BELLEVUE-STRATFORD
MODERATELY PRICED
CENTRALLY SITUATED
"Best Food in Philadelphia"
Claude H. Bennett, *Manager*



PICTURES TO THE EDITORS

The Perricone Quadruplets were born on Halloween, 1929, at Beaumont, Texas

The Perricones a few months later

These quadruplets are all dissimilar

The Perricones celebrate their fifth Christmas

Their baseball uniforms copy the Beaumont Exporters'

Perricone Quadruplets

Sirs:

On Halloween night, 1929, Dr. John Bevil of Beaumont, Texas, called at the humble home of Mr. and Mrs. Phillip Perricone, immigrant Italian farmers living in the outskirts of the city, and by candlelight delivered four boy babies. As nearly as the records show, Anthony, Bernard, Carl and Donald Perricone are the only male quadruplets living in the U. S. Known for the sake of convenience as A, B, C and D, the lads lead a normal, boisterous life. They attend South Park elementary school and the Catholic Church. They worship baseball players and have passes to Beaumont's Stuart Stadium every Beaumont Exporter baseball season. Nobody ever picks a fight with one Perricone because it means fighting all four. Medical men are puzzled over their complete physical dissimilarity. They have in common only a slight family resemblance. Carl is quiet and dignified. Bernard is an assertive organizer. Anthony is the biggest and strongest, but the most easily influenced. Donald's the smallest and most pugnacious.

MERITA MILLS AND LLOYD BAKER

Beaumont, Tex.

3 famous trains west

There are only four all-first-class solid-Pullman trains between Chicago and California. Three of the four are Santa Fe trains—following the shortest route, running over the only line under single management all the way, maintaining traditions of fine service that reach back for half a century.

THE New SUPER CHIEF

A new Super Chief—new from headlight to tailsign—has replaced Santa Fe's first Super Chief, that a year ago inaugurated 39¾ hour service between Chicago and Los Angeles. The new train is of stainless steel, streamlined, Diesel drawn, air-conditioned. It leaves Chicago Tuesday evening, Los Angeles Friday evening. Extra fare is $10.

THE CHIEF

The Chief is without competition in its field. For years it has been the finest, the fastest by many hours, and the only extra fare *daily* train between Chicago and California.

CALIFORNIA LIMITED

Third in the Santa Fe trio of all-Pullman California trains is the daily California Limited, known to transcontinental travelers for over forty years, and without extra fare.

It scarcely needs saying that these fine trains are air-conditioned, with Fred Harvey dining car service.

PULLMAN RESERVATIONS

Owing to the steadily mounting volume of rail travel on Santa Fe trains, it is highly desirable that you make your Pullman reservations West this summer as far ahead as your plans will permit.

Santa Fe

W. J. BLACK, P.T.M.
Santa Fe System Lines
1060 Railway Exchange Bldg.
Chicago, Illinois

A JOKE ON THE WEATHER MAN

AT 90° IN THE SHADE

. . . enroute to New England in streamlined air-conditioned coaches!

1. *"Today's going to be a scorcher, dear. Too bad Jim and I have to go out of town on business, instead of cooling off on the beach with you and Helen."*

2. *"No use talking, Jim, it's a woman's world. Whew, it's hot! I only hope these air-conditioned coaches are half what they're cracked up to be."*

3. *"Well, this is something like! No wonder our porter was chuckling to himself . . . and say, do you know, I think the girls knew about this too!"*

4. *"Those two? I'll bet they're even cooler and more comfortable than we are! The New Haven's new air conditioned coaches are simply marvelous."*

● "New Haven" weather is always the same—cool, fresh, healthful. *Every through day train* on the "boulevard of steel" is scientifically air-conditioned . . . and every passenger feels clean, dust-free, delightfully comfortable. Visit New England often this summer . . . days, week-ends, whenever you can get away. And of course—travel by train!

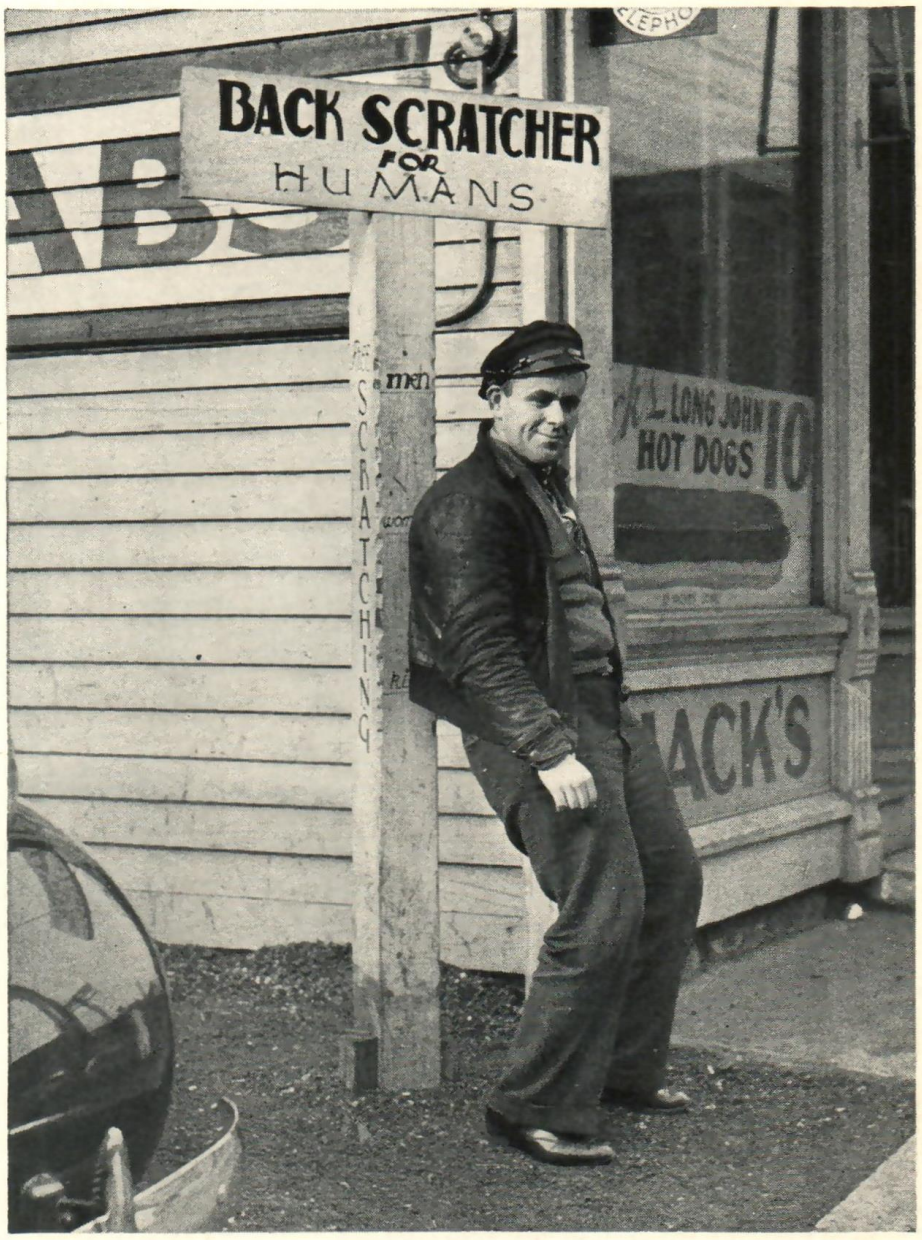
IT'S SMART TO RIDE IN NEW HAVEN COACHES

For illustrated booklet "Southern New England Resorts and How to Get There" write Vacation Bureau, Room 3617, Grand Central Terminal, New York, N. Y. Tickets and information at Grand Central Terminal, Consolidated Offices, 17 John St., New York or 155 Pierrepont St., Brooklyn.

THE **NEW HAVEN** R. R.

PICTURES TO THE EDITORS

(continued)



Scratching Post

Sirs:

This old Scottish scratching post was erected by a local lunchroom man who conceived the idea from a story he had read. It seems that the Scottish lords had these posts placed about their estates so that their servants could get some relaxation from their daily toil. It was the custom for the servant who used the post to repeat a phrase such as "God bless Lord So-and-So."

VERNON DONALD CADY

Cleveland, Ohio

9 out of 10 in Russia

Sirs:

It seems to me that the enclosed photographs might be of interest to your readers as a follow-up to your Henry Ford article (May 31). My father, M. Sergey Friede, was the Ford representative in Russia from 1907 until the 1917 revolution. During that time it is safe to say that

nine out of ten cars in Russia were Fords. The reason is not hard to see when you look at these photographs, taken in 1912, showing roads which from my own experience I know to have been typical of those to be found in any part of Russia at the time.

DONALD FRIEDE

West Hollywood, Calif.

Each Lennox room with guest-controlled air conditioning . . . your favorite temperature at your finger tips. Each with private bath, radio, and other refinements.

RATES:
50% of all rooms, $3.50 or less, single; $5.00 or less, double.

350 air-conditioned rooms. Two air-conditioned restaurants.

"Downtown At Your Doorstep"

Hotel Lennox

9th & Washington
St. Louis

HOTEL MAYFAIR
Only One Block Over . . .
Same Management

Life is Comfortable
IN WASHINGTON

BEDROOMS
Silently Cooled by Fresh Washed Air.

RESTAURANTS
Featuring Weather, a la carte, with Famed Mayflower Cuisine.

LOBBIES
Properly Conditioned the Year 'Round.

PUBLIC ROOMS
All — Cool throughout the Summer.

Single Rooms from $4
Double Rooms from $6
Naturally Ventilated Bedrooms, if Preferred

New York Office: 521 Fifth Ave.
Telephone Murray Hill 6-2386
R. L. POLLIO, *Manager*

The Air Conditioned
MAYFLOWER
WASH, D.C.

WHEN MAIN STREET SAYS "RUSH"

—they *rush*! The newest modes—gowns, dresses, hats, shoes, hosiery, etc. are whisked at passenger-train speed to the smart shops on America's many "Main Streets"... by Railway Express. It's sure! It's reliable! Follow the same plan when *you* have anything to ship—anywhere. No extra charge for pick-up or delivery. Dependable, nation-wide organization. Phone nearest Railway Express office or Western Union for service.

For super-speed use
Air Express—2500 miles *overnight*

RAILWAY EXPRESS AGENCY, INC.
NATION-WIDE RAIL-AIR SERVICE

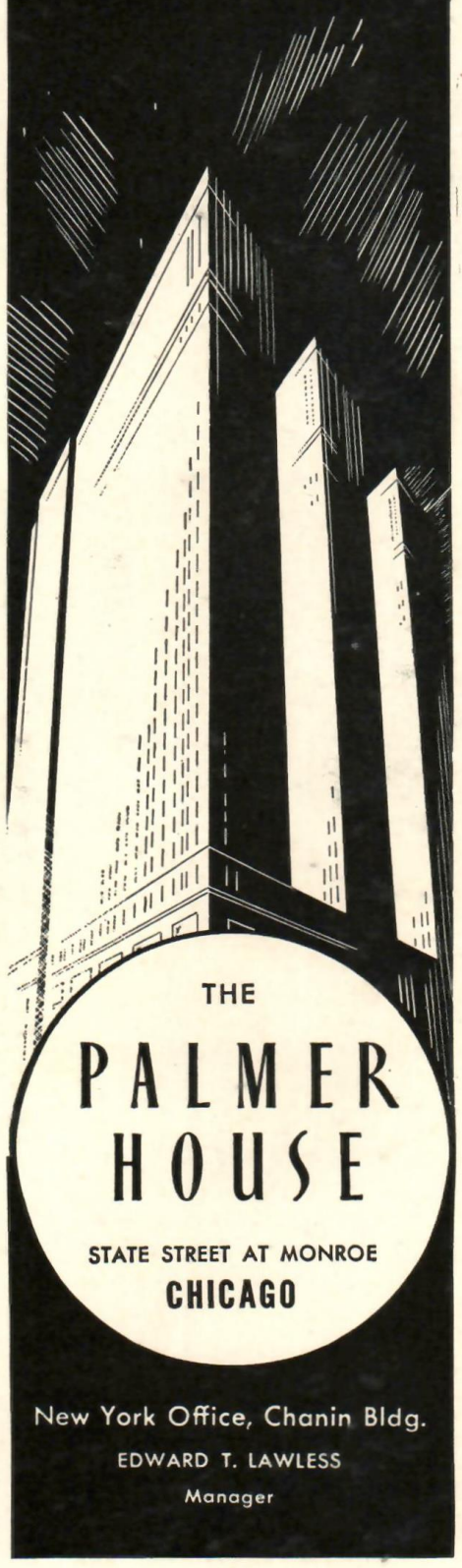
★

For those who want the best in location, service and comfort this Great Hotel has a special appeal

★

Year-Around Air-Conditioned Rooms for Your Comfort

All Public Rooms and a limited number of guest rooms are now healthfully air-conditioned

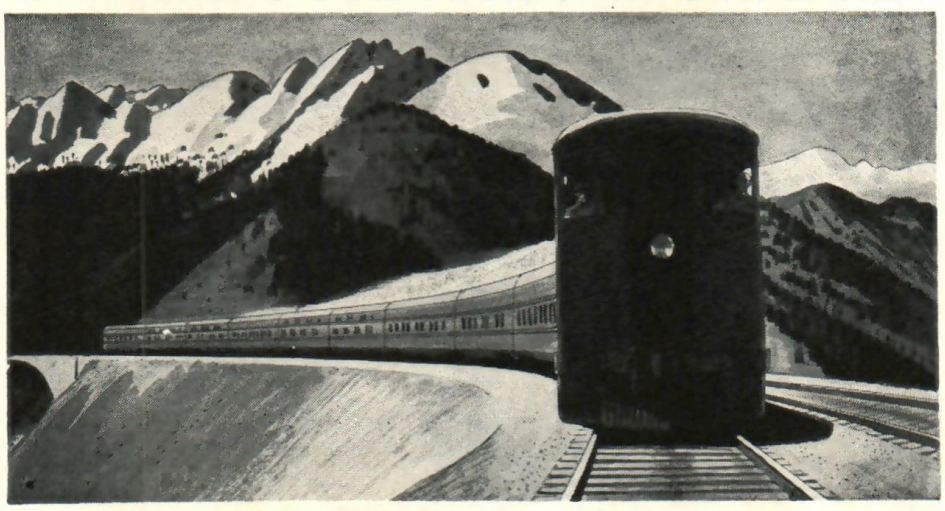


THE
PALMER HOUSE
STATE STREET AT MONROE
CHICAGO

New York Office, Chanin Bldg.
EDWARD T. LAWLESS
Manager

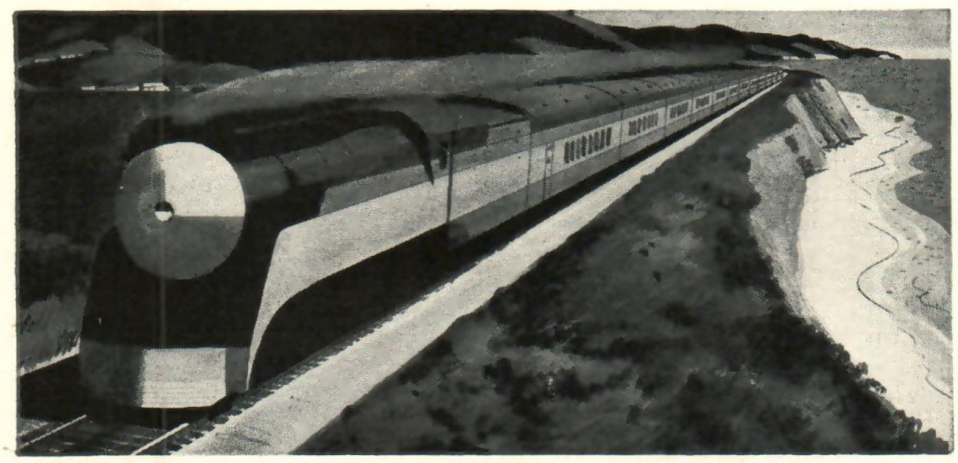
Advertisement

NEW TRAINS FOR YOUR CALIFORNIA TRIP



FORTY-NINER In July, a distinguished newcomer joins Southern Pacific's fleet of trains on the famous *Overland Route* (Chicago-San Francisco). Running time: 49 hours eastbound, slightly longer westbound. Name: the *Forty-Niner*, after its eastbound schedule and the gold-seekers who crossed the plains in 1849. A luxurious, all-Pullman, extra fare train, it will leave five times a month, alternating with the Streamliner *City of San Francisco.*

NEW CASCADE The fastest, finest train on Southern Pacific's spectacular *Shasta Route* (Portland-San Francisco), the *Cascade* is now operating on a new and faster schedule as an all-Pullman train. Its accommodations include bedrooms. The former *Cascade* is now the *Oregonian.*



DAYLIGHT Starting with its maiden voyage on March 21, Southern Pacific's brilliant new streamlined *Daylight* broke all travel records between Los Angeles and San Francisco. It carried 20,226 passengers the first month, an average of 326 daily each way! Passengers unanimously agree that it is the finest, most luxurious train in America today.

SEE TWICE AS MUCH

These new trains give new meaning to Southern Pacific's famed travel bonus: go West on one of Southern Pacific's Four Scenic Routes and return on another. See TWICE AS MUCH of California and the West as you would by going and returning on the same route.

For Southern Pacific's new picture book, *How to See the Whole Pacific Coast*, write O. P. Bartlett, Dept. LE-6, 310 South Michigan Avenue, Chicago. It's free. (If student, please give grade in school.)

Southern Pacific

FOUR SCENIC ROUTES TO CALIFORNIA

PICTURES TO THE EDITORS

(continued)

Desert Tragedy

Sirs:

The warning sign on this desert road (*above*) which traverses 60 miles of the old Butterfield stage route was not sufficient to prevent this desert tragedy (*below*). Why this man attempted to cross the desert on foot in the broiling sun with the nearest water 18 miles away is and may remain a mystery. He had reached water, but too late—we found him dead.

Working on my project as a Guggenheim fellow we had crossed the Colorado Desert to Carrizo Station photographing leisurely all the way. The temperature was very high but I don't mind dry heat and we felt secure with ten gallons of water. The road was so bad that often we could only go two miles an hour. One car passed us all day.

The old Carrizo stage station is half a mile off the road. At the turnoff we found a message fastened to a stake in the middle of the main road. We got out and read, "Please help sick man at Carrizo Station." The note was dated that day. We turned off to investigate.

At Carrizo was water. A creek usually underground had come to the surface with this year's heavy rains. All that we found of the old stage station were a few adobe bricks. A large cottonwood and a Eucalyptus, planted years ago, remained. We found no sick man. Turning to leave we drove closer to the cottonwood, I saw feet sticking out, and there he was. One shoe was off—both were worn out.

He must have died that day. But whatever aid he got came too late, hunger and privation had wasted his body and the merciless sun had dried him up. But he was quite beautiful in death. I made the enclosed photograph.

EDWARD WESTON

Los Angeles, Calif.

FIRE!

10:00 a. m. "Smithville burning! Forty miles–send Phone-Photo trailer!" commands the managing editor.

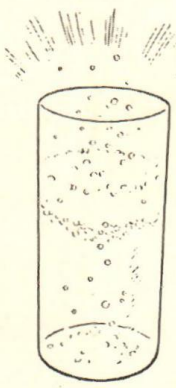
10:55 a. m. Ready for action, The Des Moines Register and Tribune trailer laboratory arrives . . . connects with any telephone.

11:10 a. m. At-the-scene fire pictures are developed in trailer and telephoned to Des Moines almost instantly by amazing Phone-Photo invention.

11:55 a. m. Off the presses together—first fire news and pictures! Phone-Photo, carried by trailer or airplane, turns all Iowa into a single "news picture city" . . . just as alert advertisers turn all Iowa into a single "sales city" through hard-selling schedules before 312,540 Sunday or 290,825 daily Des Moines Register and Tribune able-to-buy reader families.

BEFORE YOU GO TO BED

Recent tests show that morning-after may be avoided. Before you go to bed, take Bromo-Seltzer. This works while you sleep to help counteract the causes of morning-after.



AFTER YOU WAKE UP

After waking—to counteract the effects of fatigue due to an extra-late bedtime—take another Bromo-Seltzer. It will leave you more alert, more ready to snap into the job!

● Most men know that Bromo-Seltzer *stops* morning-after *faster*. But do you know that generally you can prevent this miserable feeling? Take Bromo-Seltzer before you go to bed!

Alkalizes

While you sleep, it soothes your overexcited nerves. Besides this it increases the alkaline reserve of your blood—protects against the extra acidity caused by overindulgence.

How wonderful to wake up next morning *without* that miserable "hungover" feeling. Then, to relieve effects of fatigue, another Bromo-Seltzer! It leaves you more vigorous, more alert!

Bromo-Seltzer is more than a pain reliever. That's why it helps you *prevent* as well as *stop* morning-after headaches.

Next time be smart—say, "Bromo-Seltzer." At drugstores, soda fountains everywhere. Keep it at home, too!

BROMO-SELTZER

MAKES YOU FEEL FIT *FASTER*

"I wish I had taken out Rent Insurance"

When fire forces the property-owner into temporary quarters, paying rent comes as an unexpected drain. There is a North America policy for this contingency . . . Rental Value Insurance, which pays the rental value of your property while it is being made habitable following serious damage due to fire or other specified cause.

LONG is the arm of protection that insurance extends to save the home-owner from financial loss. Rent Insurance is typical . . . and doubly interesting, when you know that this protection against an indirect loss is applicable not only to damage by fire but windstorm, explosion and other property hazards.

A loss is a loss, no matter what the cause . . . hence the wisdom of all-around protection. And, you'll be surprised how little it costs, even including Burglary. A North America Agent or your broker will advise you without obligation. Consult him as you would your doctor or lawyer.

North America agents may be found in the Classified Telephone Directories under the name and identifying "Eagle" emblem of Insurance Company of North America.

North America Protection

includes practically every form of insurance except life. Here are some of the coverages available for protecting the home:

RESIDENCE CONTENTS covers damage to household furnishings by fire or other specified hazard.

SUPPLEMENTAL CONTRACT covers damage by explosion, windstorm, hail, riot and civil commotion, falling aircraft and "wild" motor vehicles.

RENTAL VALUE pays rental value of home while being made habitable following damage by fire or other specified cause.

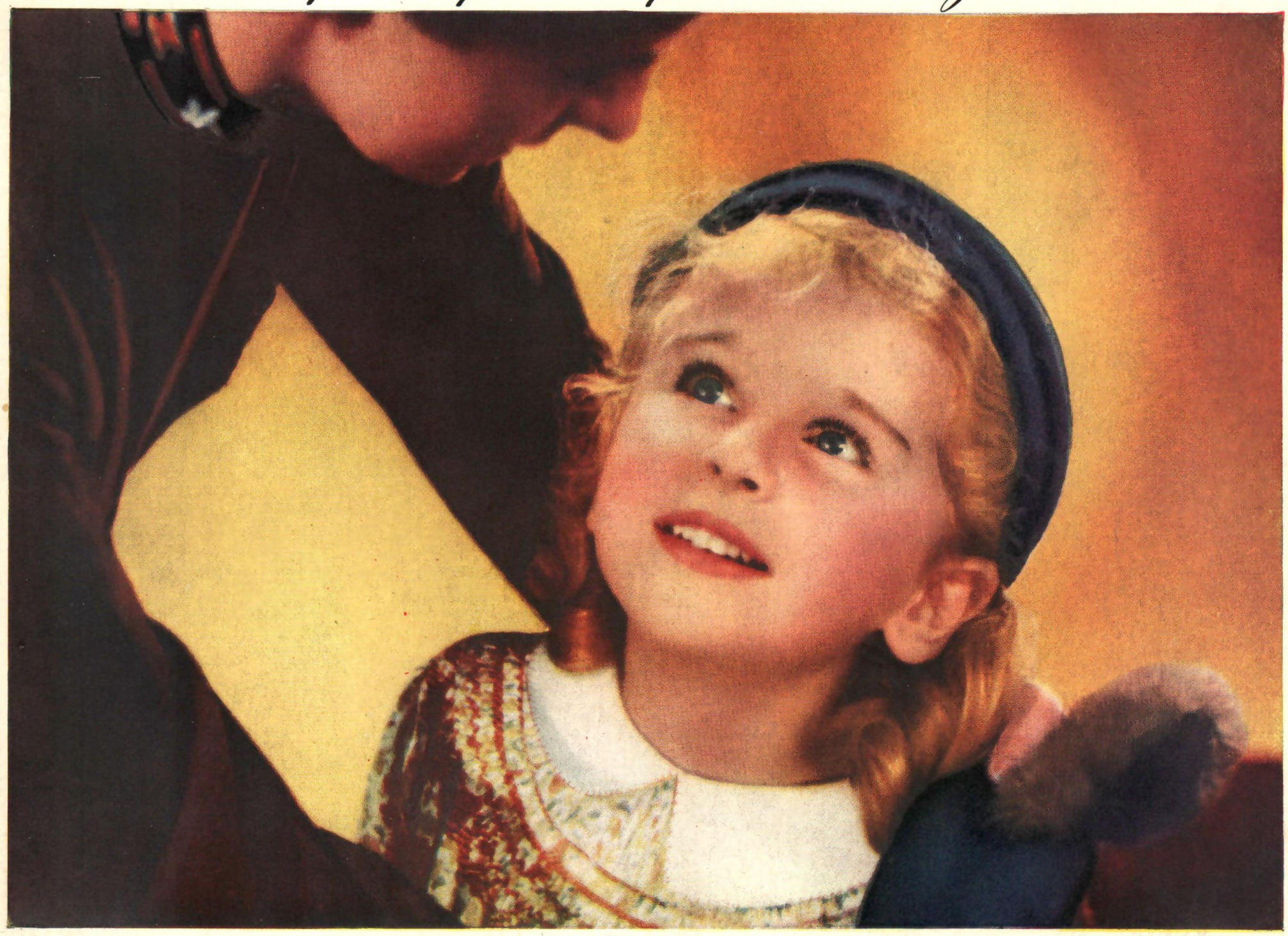
BURGLARY covers loss and damage to property by burglary or attempted burglary.

OWNERS, LANDLORDS & TENANTS LIABILITY covers claims for injuries to the public sustained on the premises.

North America Agents

A Nation-wide Group representing INSURANCE COMPANY OF NORTH AMERICA, Philadelphia • Founded 1792

So many ways they must be guarded



With them in mind... WE CREATED THIS WHOLESOME NEW NUCOA

YOUR LITTLE ONES . . . what a joy they are to you—yet what a problem! You must be so careful of their diet . . . make so sure that it's always well-balanced. And yet you must keep within your food budget.

Perhaps you have hesitated to economize by giving your children a margarine as a spread for bread. But once you have tried the new Nucoa, how completely every one of your doubts will vanish!

For Nucoa is an utterly new kind of margarine . . . developed after years of research. A delicious, pure vegetable margarine, churned in fresh, pasteurized skim milk. It has been approved by Good Housekeeping Bureau, and accepted by the American Medical Association, Council on Foods.

FITS PERFECTLY INTO BALANCED DIET!

Every pound of Nucoa supplies 3,400 food-energy calories . . . as many as the most expensive spread for bread. And so, Nucoa fits perfectly into a balanced diet as a wholesome source of food energy to meet the demands of work and play.

Why don't *you* try the new Nucoa? See how fresh and sweet it is . . . always the same high quality, month in, month out. See how your family will love it on breads . . . what rich, luxurious cakes it makes . . . how it enriches hot vegetables with its delicate flavor!

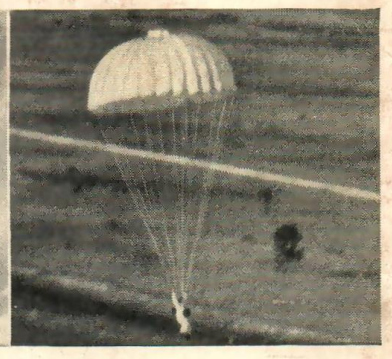
Of course, Nucoa—the wholesome, new margarine—costs slightly more than ordinary margarines . . . Yet it saves you money on every pound over the most commonly used spread for bread. Nucoa brings you a *quality* spread that helps cut down your food bills. Why not try a pound today?

• • •

Nucoa comes to you a natural, creamy-white color. For table use it can easily be tinted a tempting golden-yellow. Just blend in the color wafer that comes with every package.

The wholesome "thrift spread" for bread

CHURNED BY THE BEST FOODS, INC., MAKERS OF HELLMANN'S AND BEST FOODS REAL MAYONNAISE



MAN OVERBOARD

FLOYD STIMSON—OFFICIAL PARACHUTE TESTER—BAILS OUT FOR THE 1060TH TIME

Dangerous work—yes—but with Floyd Stimson healthy nerves are a matter of course

HE'S stepped out into empty air over 1000 times—dropped from a plane flying upside-down—had 'chutes ripping into shreds above him—yet Floyd Stimson has landed right side up every time.

It's been 10 years now since Floyd Stimson made his first jump—and it's exactly 10 years, too, that he's been smoking Camels.

"My order is 'Camels' every time," he says. "I've found just what I want in Camels. They're so mild I can take healthy nerves for granted.

"It seems like there's no bottom in sight when I bail out—and my stomach knows it, too," Floyd Stimson continues *{right}*, commenting on how much he enjoys Camels at mealtime. "The first Camel after a jump eases me off. Camels set me right!"

FENCING BOUTS are won mainly on quick response from nerves. In the words of Joanna de Tuscan, U. S. Women's Foils Champion: "Being on the alert counts in fencing. That's my No. 1 reason for preferring Camels. Camels never jangle my nerves."

LEARNED TO SWIM in a jungle river. Leonard Spence, 5 times breast-stroke champion of the U. S., smokes steadily. "What cigarette?" he says. "You've guessed it, Camels. When I'm tired, I turn to Camels and get an invigorating 'lift' in energy."

COSTLIER TOBACCOS

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CAMELS NEVER GET ON YOUR NERVES